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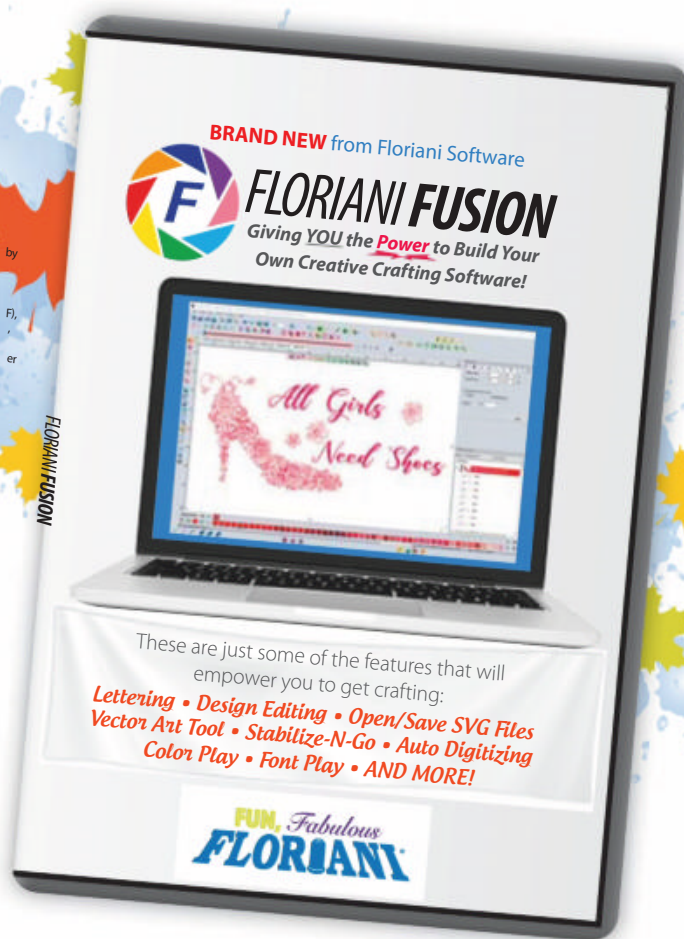


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CREATIVE MACHINE Embroidery

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Dear Readers,

Here we are again! The year is ending, and we're embracing our holiday issue and all the fun projects that come with it.

I'm personally super busy at this time of year — I have a bunch of family birthdays to celebrate in addition to getting ready for the holidays. That's one of the reasons I love machine embroidery. It lets me elevate otherwise simple projects into something special with just a little extra effort. We have several projects that fit into that category in this issue. I love the idea of adding embroidery to a purchased knit hat (see page 58) to make a quick and personalized gift. I'm also a huge fan of the cute wall hanging and pillow sham set on page 24. The red and black flannel and embroidery combo is so striking.

And while you're planning out how to deck your halls, check out our newest ITH ornament design collection. The cute barnyard animals are all snuggled up scarves, socks and other winter outerwear. Appliqué them with flannel for an extra cozy touch. The Goose design is free through Dec. 31, but we think you'll want to bring home all five.

You've probably noticed that we love our dimensional projects around here, and we've got a couple of great offerings for you. Stitch up a cute bundle of everlasting felt mistletoe to hang in a doorway (page 30), then check out the stunning lace sleigh on page 38. The design files for both projects are free through the end of the year, so take advantage while you can!

Of course, we wouldn't leave you hanging when it comes to pretty embroidered partywear. We're all about the textural lushness of velvet this year. First, discover professional tips on embroidering an elegant dress on page 34, then accessorize by embellishing and stitching up a pretty purse perfect for a winter night out on page 42.

There's lots more to discover in this issue — I hope you love it as much as we do!

Warmest Wishes,
Kate Zaynard and the *CME* Team



Coming Attractions

Show your style with an on-trend embroidered linen tote. Embellish a bath mat with freestanding motifs. Celebrate Valentine's Day with a sweet heart-themed mini quilt stitched with the help of your embroidery machine. Find all this and more in the Spring 2020 issue of *CME*, on newsstands Dec. 17, 2019.

Check out the **SEW & TELL** Podcast, featuring the *CME* editors! Find it on iTunes or wherever you get your podcasts.





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tips & tricks

STABILIZER SAVER

If a piece of stabilizer is slightly too small to hoop, adhere a small piece of masking tape to the outer edge of the inner hoop. Hoop the stabilizer, and then finger-press the stabilizer edge to the tape. The tape secures the stabilizer, preventing it from slipping out of the hoop during embroidery.

Betty D., Facebook



STATIC CLING

When using tweezers to remove small Mylar pieces from an embroidery design, place the pieces on a paper towel to prevent them from clinging to your hand.

Grace, email

GREAT WEIGHT

Use 60-wt. embroidery thread when embroidering small lettering and numbers. The lightweight thread prevents tangles and bunches on the fabric right and wrong side. It also creates crisp, easy-to-read lettering.

Linda D., Facebook



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EASY EMERY

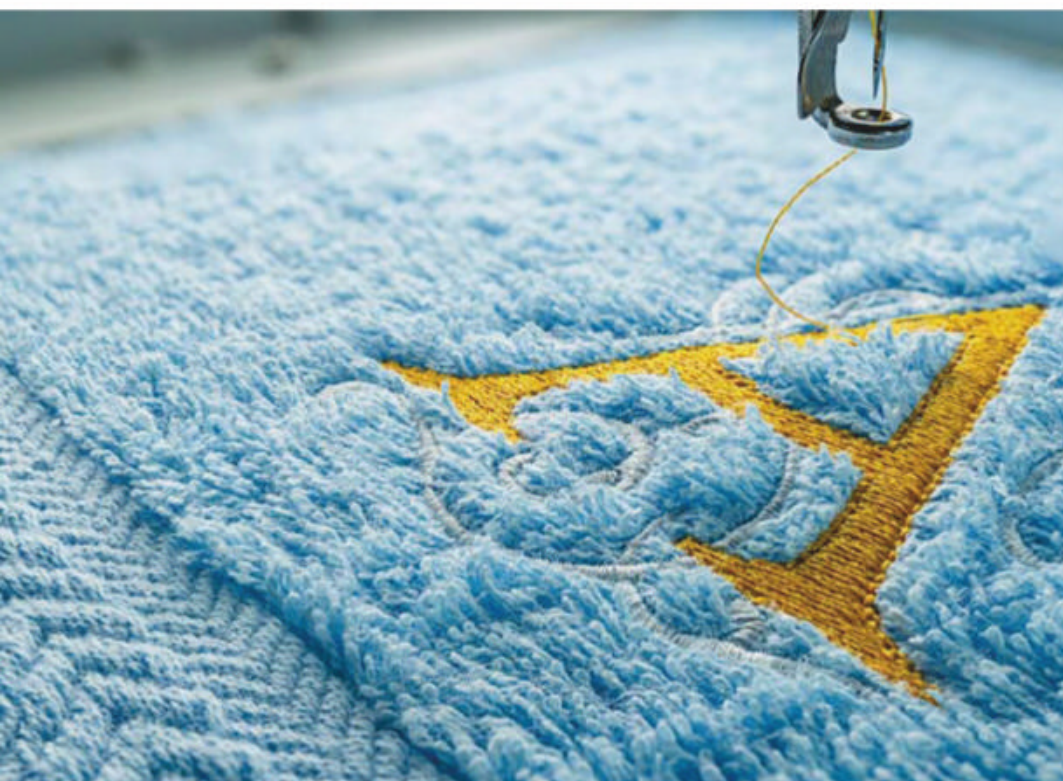
Use an emery board to file bobbin stitches loose when a design stitches improperly.

Judy S., Instagram

BAG SAVVY

Embroidering readymade bags is difficult because they're hard to hoop. To easily embroider a readymade bag, turn the bag wrong side out. Hoop the fabric with the embroidery area right side facing up. Clip the remainder of the bag away from the hoop and needle during embroidery.

Linda M., email

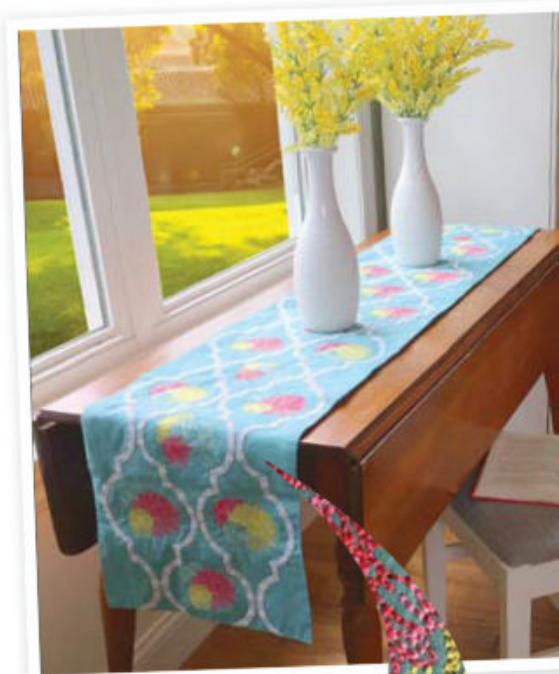


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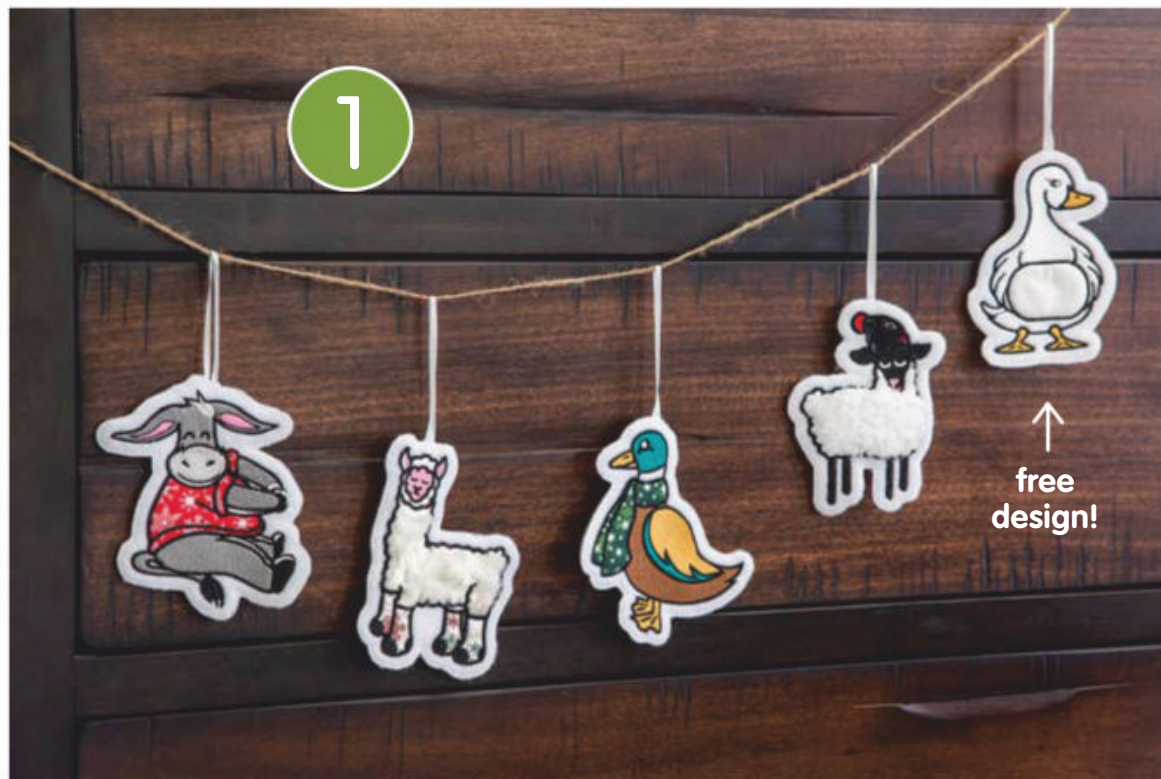
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1. Decorate your tree with the adorable animals of the **CME Cozy Creatures Ornament Collection**. These in-the-hoop ornaments use a combination of appliqué and embroidery to create a truly special set of barnyard friends decked out for winter weather. Use the same appliqué fabric to make a coordinating set or give each animal *its own* unique style. (\$25.99/collection, interweave.com/sewing)



2. Any embroiderer will feel special while using the **Eiffel Tower Embroidery Scissors**. These elegant snips are 4" long and made from nickel- and 24-carat-gold-plated carbon steel. They make a *great* gift for any sewist (or yourself!). (\$24, brooklynhaberdashery.com)
3. Get into the spirit with the **Christmas Wreath Embroidery Design**. This lovely wreath is made of intricate white foliage with snowflake accents. A bright, beautiful red poinsettia makes a striking focal point. In three sizes, it's perfect for adding seasonal elegance to pillows, towels and other home décor. (\$6, royal-present.com)



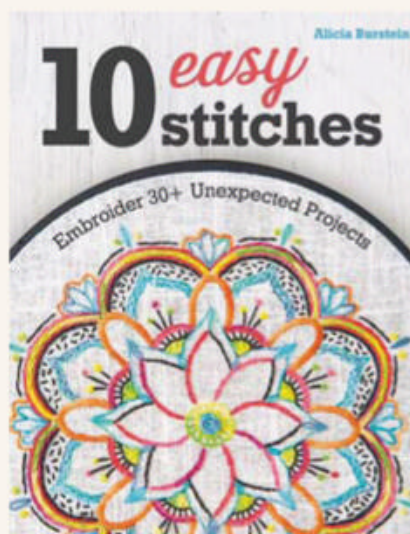
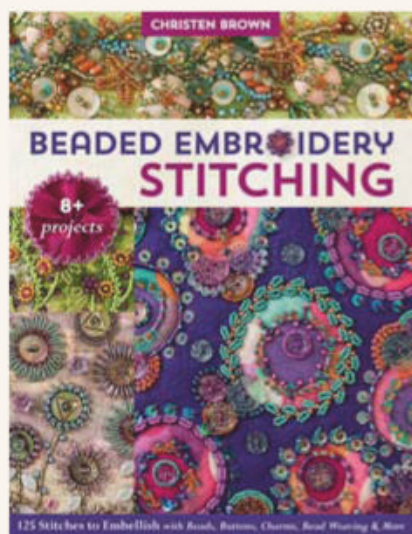
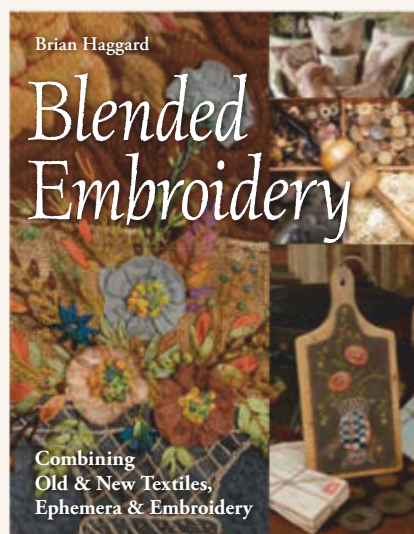
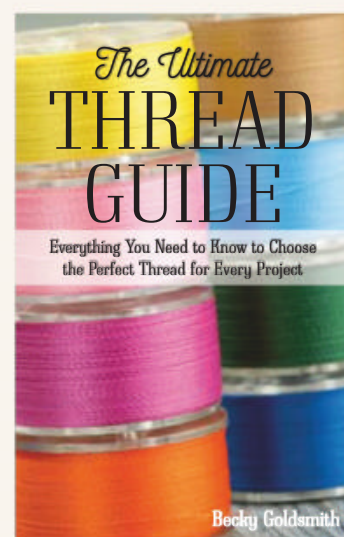
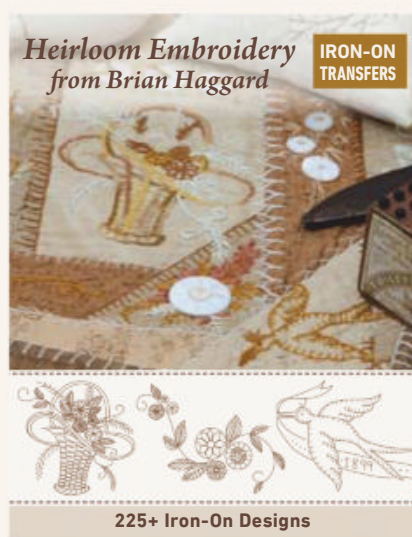
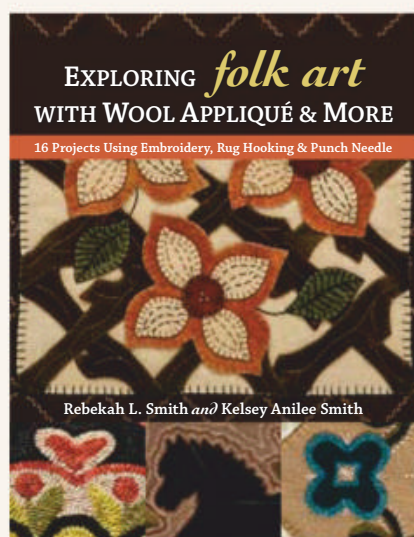
4. Do you still believe? Encourage others with the **Don't Stop Believing Embroidery Design**. In eight sizes ranging from 3½" to 10", this fun design presents a lot of options. Embroider it on tiny pillows to tuck in with your children or grandchildren, or make a holiday wall hanging to remind everyone in your home to keep the magic alive. Or put it in on a t-shirt, sweatshirt or bag to take the message with you everywhere you go. **(\$3.49, embroitique.com)**

5. Celebrate winter with the **Snowflake Monogram Embroidery Design**. There's nothing prettier than falling snow, and in three sizes, this outline design is a great way to add a touch of winter to home décor, bags or garments. Use a circular built-in alphabet to personalize your projects. **(\$3, anamored.com)**



6. Love the sheen of silk, but long for the stability of cotton when embroidering? Check out Robert Kaufman's Radiance Fabric. A blend of 55% cotton and 45% silk, this fabric is truly gorgeous. It's great for all garments to quilting and even home furnishings and accessories. **(price varies, robertkaufman.com)**

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basic training

Wing Needle

Traditional heirloom embroidery is a time-consuming technique, created by taking tiny hand stitches through fabric and pulling the threads to create holes. Wing needles and modern embroidery designs are combined to replicate the heirloom look in a fraction of the time.



NEEDLE ANATOMY

A wing needle has two small flanges on each needle blade side, resembling wings. During embroidery, the needle pushes away fabric to create a hole. Some stitches use a back-and-forth motion to hold open the hole, adding dimension and texture.

Wing needles are available in sizes 100/16 or 120/19. A larger needle size creates a larger hole. Use a smaller needle when embroidering delicate fabrics, such as batiste, and a larger needle for heavyweight fabrics, such as linen or denim.



FABRIC

Use natural fibers, such as cotton, linen or silk. Synthetic fibers, such as rayon, can be used. Don't use polyester, as it won't produce permanent holes due to the fabric elasticity. Fabric blends work only if the majority of the blend is a natural fiber.

A



Light-colored linen and matching thread

B



Light-colored linen and complementary thread

C



Dark-colored linen and matching thread

STABILIZER

Always use stabilizer to create a distinct hole. Without stabilizer, the stitches distort and pull the fabric, creating a warped design. Use appropriate stabilizer for the intended fabric.

FABRIC & THREAD COLOR

The finished design appearance is greatly affected by the fabric type and color as well as the thread color and weight. The most traditional combination is white fabric with white thread; however, adding color creates a modern design. Always test the fabric, stabilizer and thread combination to ensure satisfactory results.

- Use light-colored linen fabric and matching thread for a subtle, yet traditional look with distinct holes **(A)**.
- Use light-colored linen fabric and thread for the wing-needle elements, and select a complementary thread color for the outline stitch to create a contemporary design with distinct holes **(B)**.
- Use dark-colored linen fabric and matching thread for a traditional, yet bold design **(C)**.



D



Light-colored linen and contrasting thread

E



Dark-colored linen and contrasting thread

F



Dark denim and matching thread

G



Light-colored knit and contrasting thread

- Light-colored linen fabric coupled with contrasting thread doesn't produce distinct holes because the eye is attracted to the thread instead of the holes **(D)**. Dark-colored linen fabric combined with contrasting thread has the same effect **(E)**. Both looks can be achieved without the use of a wing needle.
- Very dark denim fabric coupled with matching thread makes it difficult to see the holes **(F)**. Use this combination for projects that let enough light pass through the fabric, such as a skirt hem, curtains or tablecloths.
- Use a light-colored cotton knit T-shirt with a contrasting outline thread color for an interesting look and distinct holes **(G)**.

H




I



CONVERTING DESIGNS

Embroidery designs that have a large area of X-shaped stitches are suitable for wing needle embroidery. Use a wing needle for designs not specifically digitized for wing needles to add another layer of texture and interest to the design.

- The featured monogram background design has X-shaped stitches filling the circle area and is appropriate for conversion. The design doesn't have a color change between the satin stitch and the X-shaped stitches **(H)**.
- Using a universal needle and 40-wt. rayon thread, stitch the design outline, ending the stitching before the X-shaped stitching. Install a

wing needle, thread the needle with 60-wt. white cotton thread, and then embroider. Once the wing needle embroidery is complete, install a universal needle and rayon thread, if desired, and then stitch the remaining design **(I)**. 

DESIGNS

Filigree: Sew Timeless, Wing Needle Pieces, #2; www.sewtimeless.com

Flower Frame: Sew Timeless, Heirloom Pansies, Alphabackground; www.sewtimeless.com

Rose: Sew Timeless, Wing Needle Pieces, #17; www.sewtimeless.com

Scroll: Sew Timeless, Wing Needle Pieces, #9; www.sewtimeless.com

tip

Position two pieces of woven interfacing in opposite grain directions on the knit fabric wrong side before embroidering to add stability.



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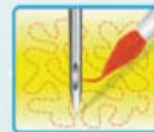


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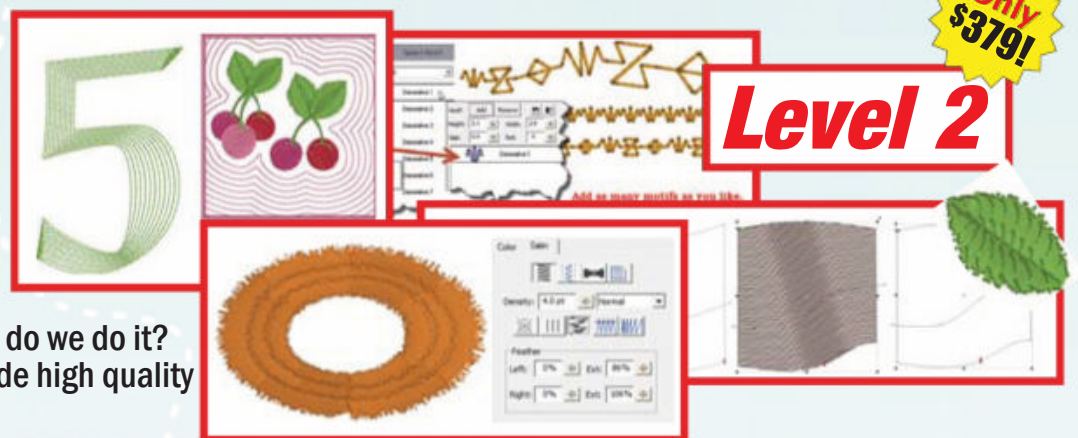


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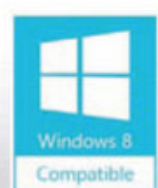
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quilt this



Bobbinwork Embroidery

BY NANCY FIEDLER

Bobbinwork allows you to use thick or unspun threads that will not go through the eye of the sewing machine needle. Use bobbinwork to embellish crazy quilts or create your own textured fabrics for piecing.

Using bobbinwork with your embroidery machine can add a new design element to your embroidery and quilting. Often you will see this technique used with built-in decorative stitches such as feather and ladder stitches.

Textured embroidery designs add a unique look to any quilt. Use your embroidery software to create bobbinwork designs. Create stippling as the fill stitch, making sure to select single line.

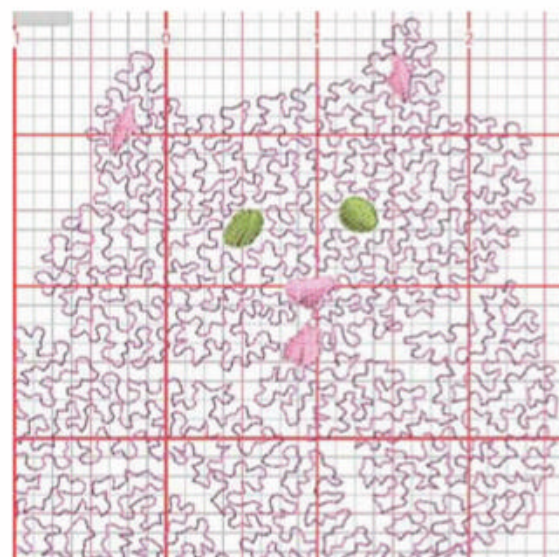
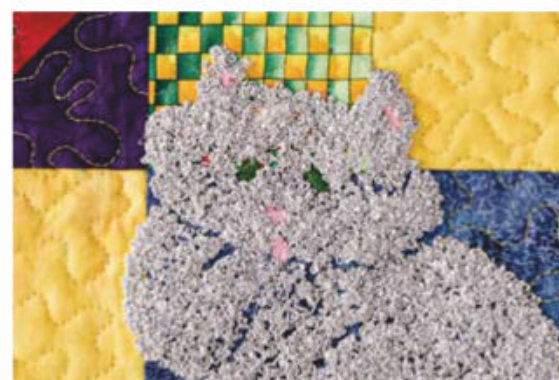
Single-line quilt designs are ideal for bobbinwork. With planning, a quilted project can be reversible, with texture on one side and traditional quilting on reverse.





Follow these steps to set up your machine for bobbinwork embroidery:

- Have second bobbin case on hand so that you can loosen the tension to accommodate the thick threads. As always, make a test sample before starting your project. This will allow you to make any necessary adjustments to the bobbin tension to achieve the desired look.
- Select a design that is single-line straight stitch.
- Thread the sewing machine needle in a color to match the quilt back.
- Wind the bobbin with your chosen thread.
- Turn off the thread cutter to eliminate thread nests.
- Place the fabric/quilt sandwich in the hoop with the right side down.
- Bring the bobbin thread to the top of the hoop at the beginning of the design to eliminate thread nests on the project right side.
- Set the machine for the slowest speed.
- Leave a 4"- to 6"-tail at the design end. Use a hand needle to thread the tails between the quilt layers for neat beginnings and ends. ⓘ



DESIGNS

Holiday Table Runner: OESD - Classic Line Quilting Collection 12345; embroideryonline.com

Dog, cat and hydrangea; author's designs



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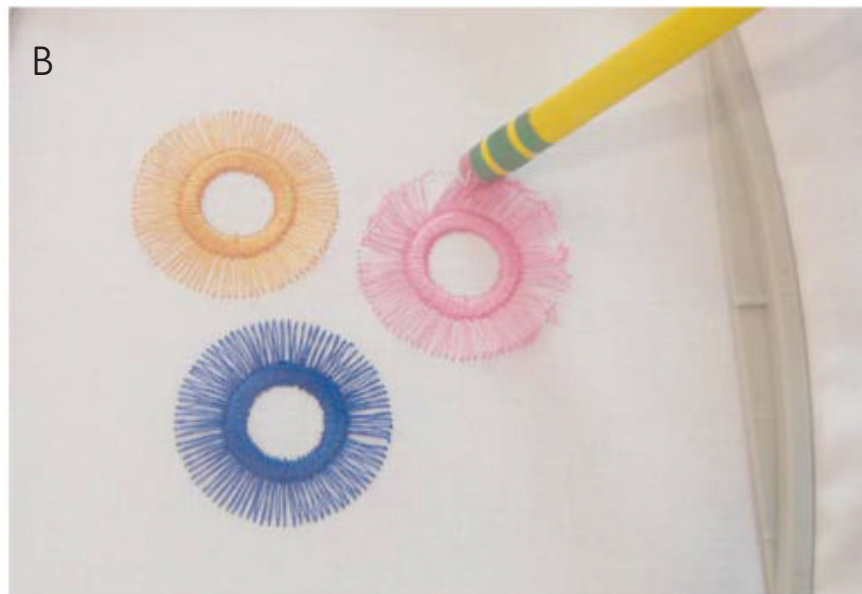
HAVELSSEWING.COM

Fringe

Give an embroidery project an upscale edge with fringe. On garments or simple holiday gifts, fringe adds an element of dimension and shimmer.



Fringe designs are created with overly long stitches, either loops of satin stitches or jumps, depending on the digitizer's creative inspiration. The long stitches are accompanied by a series of compact stitches to hold them securely. The bobbin stitches are most commonly snipped or removed in order to free the top thread and allow the fringing to occur.



CREATE A FRINGE DESIGN

Embroider the design.

When complete, snip just the bobbin thread with sharp embroidery scissors on the embroidery wrong side **(A)**.

On the design right side, use the end of a new, clean pencil to gently pull up the long stitches **(B)**.

Hover a steam iron over the stitches to fluff them and remove kinks from the edges.

Depending on the digitizer's instructions, the cutting of the threads to expose the fringe will vary. ⓘ

DESIGNS

Dove, Snowflake and Wreath: Fringe & Crystals (Christmas) by Embroidery Library; emblibrary.com

Flower Fringe: *Embroidery Machine Essentials: Basic Techniques* by Jeanine Twigg, published by Krause Publications



Use water-soluble thread in the bobbin of the fringe stitches only. Be sure to replace the bobbin for the remainder of the design with standard bobbin thread. After embroidery, rinse the design to remove the water-soluble thread and the stitches will loosen automatically.

in the hoop



Cork Gift Card Holder

Make a fun and easy gift card holder using cork fabric. BY LISA ARCHER


Cork is such a craze in sewing these days, and it makes a fabulous base for embroidery. You don't need any special equipment, but should use a size 80/12 Microtex needle. You'll love how beautiful your stitches will look on cork, and you'll be surprised how easy it is to work with.

MATERIALS

- + Two 3½"×4½" rectangles of cork or vinyl fabric
- + 4×4 or larger hoop
- + Tear-away stabilizer
- + 80/12 Microtex needle
- + Embroidery tape
- + Embroidery thread

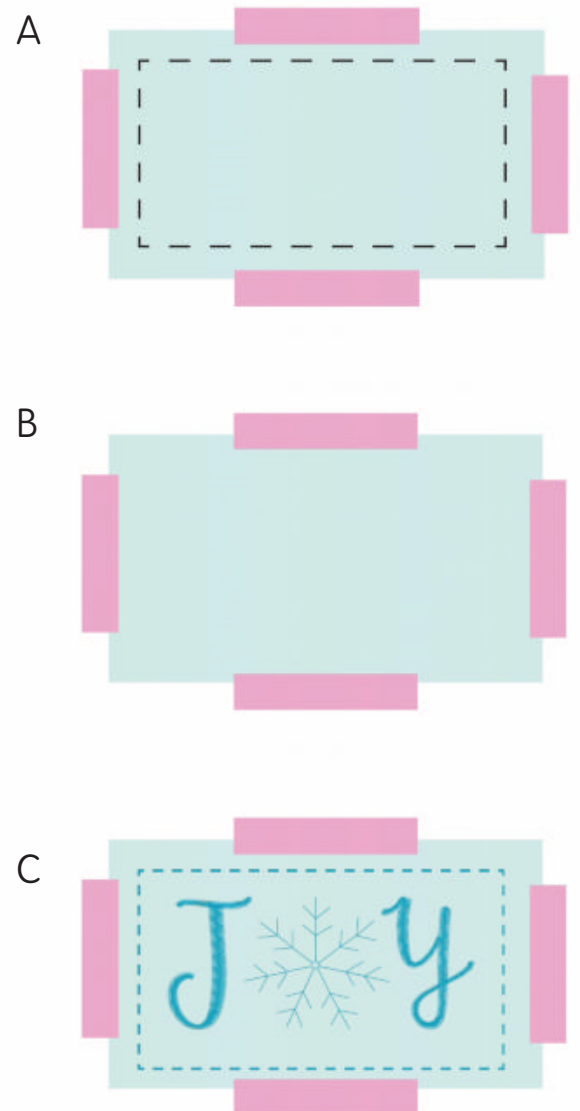
EMBROIDER

- Download the ITH Cork Gift Card Holder embroidery design from cmemag.com/freebies until Dec. 31, 2019. Find the design after the expiration at interweave.com/sewing.
- Load the design onto the machine.
- Hoop a piece of stabilizer.
- Embroider step one to create a placement line on the stabilizer.
- Center one piece of cork or vinyl right side up over the placement line; tape in place. Embroider step two to tack down the cork **(A)**.
- Embroider step three to stitch the letters and snowflake.

- Remove the hoop from the machine and turn it to the back. Center the remaining piece of cork or vinyl right side up over the project and tape in place well so the cork won't shift **(B)**.
- Return the hoop to the machine, and stitch step four to tack the cork pieces together, completing the stitching **(C)**.
- Remove the project from the hoop. Remove the tape, and tear off the excess stabilizer from both the outside and inside of the project. Trim the cork or vinyl ⅛" outside the stitching line. 

DESIGN

Download the ITH Cork Gift Card Holder embroidery design from cmemag.com/freebies until Dec. 31, 2019. Find the design after the expiration at interweave.com/sewing.



Festive Flannel

BY JENNIFER KEMPLER

Channel the flannel with a cheery holiday wall hanging accented with on-trend plaid fabric. Plus, stitch a set of matching pillow shams for an extra-cozy touch.



Wall Hanging

MATERIALS

- + ½ yard each of woven cotton fabric & bias plaid flannel
- + Cut-away stabilizer
- + 2 yards of ¾"-wide red ribbon
- + 20" length of ¾"-diameter dowel
- + Thread: all-purpose, bobbin & embroidery
- + Zipper foot
- + Painter's or clear tape
- + Electric drill with ⅛"-diameter drill bit
- + Fabric glue
- + Serger (optional)
- + Rotary cutting system (optional)
- + Holiday-themed embroidery design (approx. 6.89"×9.41"; see "Design.")

PREPARE

- From the cotton fabric, cut two 18"×22" rectangles.
- From the flannel, cut four strips 4"× the fabric width. Cut two strips into two 15" lengths, two 12" lengths and one 20" length.
- Stitch the remaining two long flannel strips along one short end with right sides together to create one long strip; press open. Designate as the back binding strip.
- Serge- or zigzag-finish one back-binding strip long edge.

EMBROIDER

- Load the design onto the machine.
- Hoop a piece of cut-away stabilizer and one cotton rectangle, centering the fabric within the hoop. Place the hoop onto the machine.
- Embroider the design, changing the thread colors as desired.
- Remove hoop from the machine and the fabric from the hoop. Cut away the stabilizer close to the embroidery edge.

CONSTRUCT

Use ½" seam allowances.

- Position the embroidered panel right side up on a flat work surface. To create the binding, position the two 15" strips on the panel left and right edge and the 20" strip along the panel upper edge. Position the two 12" strips along the panel lower edge to create a point, spacing the strips approximately 3" from the design lower edge to the point **(A)**.
- Once satisfied with the strip placement, mark the position on the panel with tape along the strip raw edge. Designate the tape outer edge as the stitching line **(B)**.
- Position the remaining cotton rectangle and embroidered panel with wrong sides together, aligning the raw edges. Handle as one layer, designating the embroidered panel as the right side. Cut the panel ½" larger than the taped stitching line. Remove the tape.
- Position one 15" strip along the panel left edge with right sides

A



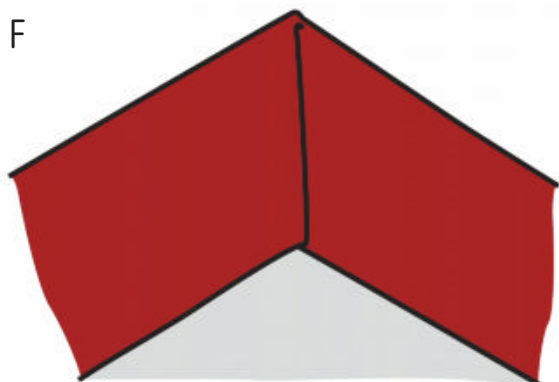
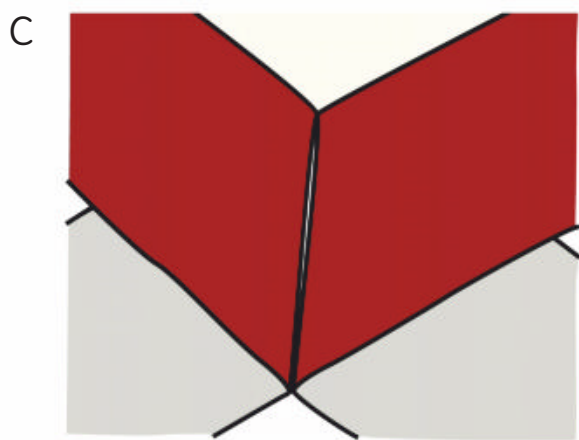
B



together; pin. Stitch, ending ½" from the lower corner.

- Repeat to attach the remaining 15" strip to the panel right edge.
- Position one 12" strip along one panel lower edge, beginning and ending ½" from each corner.





- Repeat to attach the remaining 12" strip to the opposite panel lower edge.
- Press the seam allowances toward the strips.
- Position the panel right side up on a flat work surface. To create mitered corners, fold under each strip at the lower three corners; press to mark the stitching foldline **(C)**.
- Unfold, and then fold each corner with right sides together; stitch along the foldlines **(D)**.
- Trim the seam allowances to ½", and then press open. Trim all excess fabric from the panel outer edges.
- Position the back-binding strip long edge with the panel perimeter with right sides together; pin. Stitch, pivoting the needle at each corner.
- Trim the seam allowance at each corner. Clip up to, but not through, the stitching line at each corner point **(E)**.

- Press the seam allowances toward the back binding strip. Gently poke out each binding corner. Fold the back binding toward the panel wrong side along the stitching line. Tuck the excess binding strip at each corner **(F)**.
- Using a zipper foot, stitch in the ditch along the panel right side along the binding seamline.
- Trim the side-strip short edges even with the panel upper edge **(G)**.
- Set aside a 20" length of the excess back binding strip.
- Cut the remaining 20" strips 1" longer than the panel upper-edge length. Press each strip short end ½" toward the wrong side; stitch.
- Position the unfinished 20" strip along the panel upper edge with right sides together, making sure the short ends align with the panel edges; pin. Stitch, and then press open.

- Position the finished 20" strip along the previous upper-edge strip with right sides together; pin. Stitch, and then press open. Fold the strip toward the previous strip with wrong sides together; press. Stitch in the ditch along the panel right side along the binding seamline.
- Cut the dowel to the desired length. Drill a hole in each dowel end.
- Insert the dowel into the panel casing. Thread each ribbon end through one dowel hole; knot each end. Apply fabric glue to each ribbon end to prevent fraying.

tip

If you can't find bias plaid flannel, purchase three yards of normal plaid flannel and cut on the bias.

Plaid Flange Pillowcases

Add comfortable and chic décor to your home with plaid flange pillowcases to coordinate with the holiday wall hanging.

MATERIALS

Supplies listed are enough to make two 20"x28" pillowcases.

- + 2 yards each of 45"-wide woven cotton fabric & bias plaid flannel
- + All-purpose thread
- + Tailor's chalk
- + Zipper foot
- + Rotary cutting system (optional)

PREPARE

- From the cotton fabric, cut two 21"x29" rectangles for the front panels and four 18½"x21" rectangles for the back panels.
- From the flannel, cut sixteen strips 4"x the fabric width.

CONSTRUCT

Use ½" seam allowances unless otherwise noted.

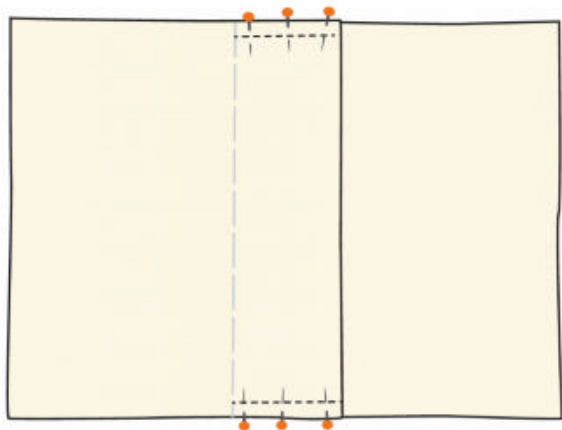
- Double-fold one long edge on each back panel ½" toward the fabric wrong side; press. Topstitch close to the first fold on each panel. Designate two panels as the upper-back panels and two as the lower-back panels.
- Position one lower-back panel right side up over a flat work surface. Position one upper-back panel right side up over the lower-back panel, aligning the raw edges and overlapping the finished edges approximately 6" to create a 21"x29" panel; pin. Baste the perimeter

along the overlap using a ¾" seam allowance. Handle as one layer **(H)**.

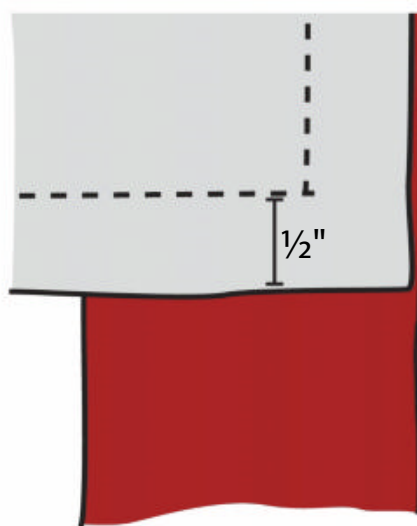
- Repeat to construct the remaining back panel.
- Position one flannel-strip long edge over one front-panel long edge with right sides together, extending the strip at least 4" beyond each panel corner. Stitch, beginning and ending ½" from each corner **(I)**.
- Repeat to attach strips to the remaining front-panel edges, making sure to not catch previous strips within the stitching.
- To miter the corners, position the front panel wrong side up on a flat work surface. Overlap two adjacent flannel strips at one corner, making sure the strips are square **(J)**.
- Trim the excess strip ends **(K)**.



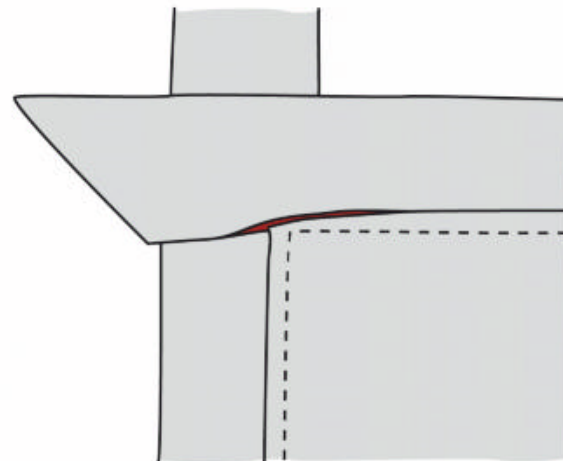
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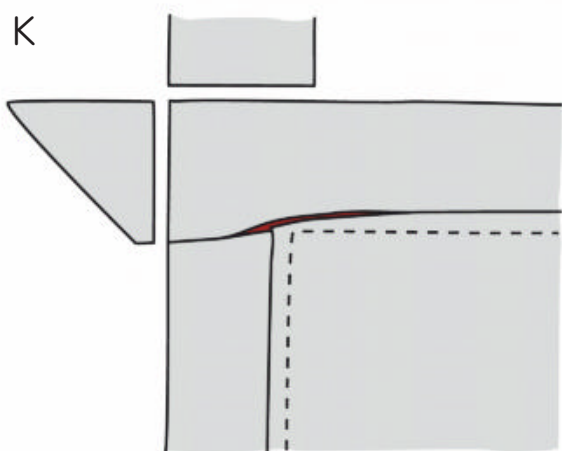
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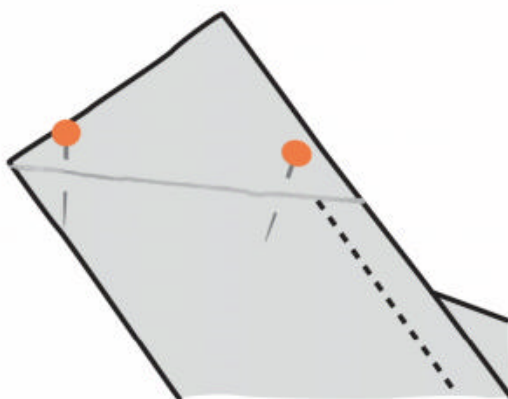
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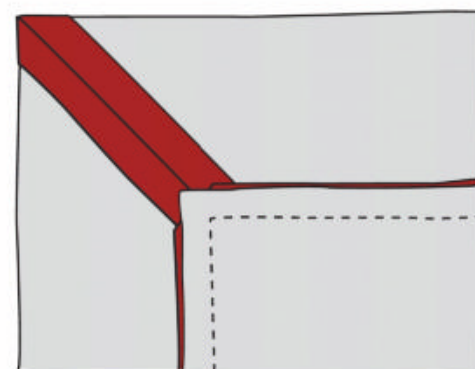
K



L



M



- Fold the front panel and strips diagonally at the corner with right sides together to create the stitching foldline. Mark the foldline with tailor's chalk; pin (**L**).
- Stitch along the marked line, beginning at the corner and ending at the other seamline intersection at the corner on the front panel. Trim the seam allowances to $\frac{1}{2}$ " and press open (**M**).
- Repeat to miter the remaining three corners. Press all seam allowances toward the flannel strips.
- Repeat to add flanges to the remaining front and back panels.
- Position one front and back panel with right sides together; pin. Stitch the perimeter along the strip edges. Trim the corners and turn the pillowcase right side out through the back-panel opening. Push out each corner. Press the pillowcase flat.



- Using a zipper foot, topstitch on the cotton panel a scant $\frac{1}{8}$ " from the flange inner edge. Ⓢ

DESIGN

It's the Most Wonderful Time; Urban Threads;
urbanthreads.com

Merry Mistletoe

BY SUE O'VERY

Make your holiday season merrier with felt mistletoe. This 3D decoration is stitched completely in the hoop.



Download the Merry Mistletoe Design from cmemag.com/freebies until Dec. 31, 2019. Purchase the design at sueoverydesigns.com after the expiration date.

MATERIALS

- + Two 8"x10" green felt scraps
- + Red ribbon
- + Thread: embroidery & bobbin in green and white
- + 5x7 hoop or larger
- + Hand sewing needle
- + ITH mistletoe design (See "Design.")

PREPARE

- Wind a bobbin with green thread for the final outer running stitch and set aside.
- Thread the machine with green thread and the bobbin with white bobbin thread.
- Hoop one piece of green felt. Pull taut in both directions.

EMBROIDER

- Load the embroidery design onto the machine.
- Place the hoop onto the machine and embroider step one to create the outer mistletoe for each piece.
- Change the machine thread to white and embroider step two to stitch the white accents.
- Remove the hoop from the machine and turn the hoop to the wrong side. Place a second piece of




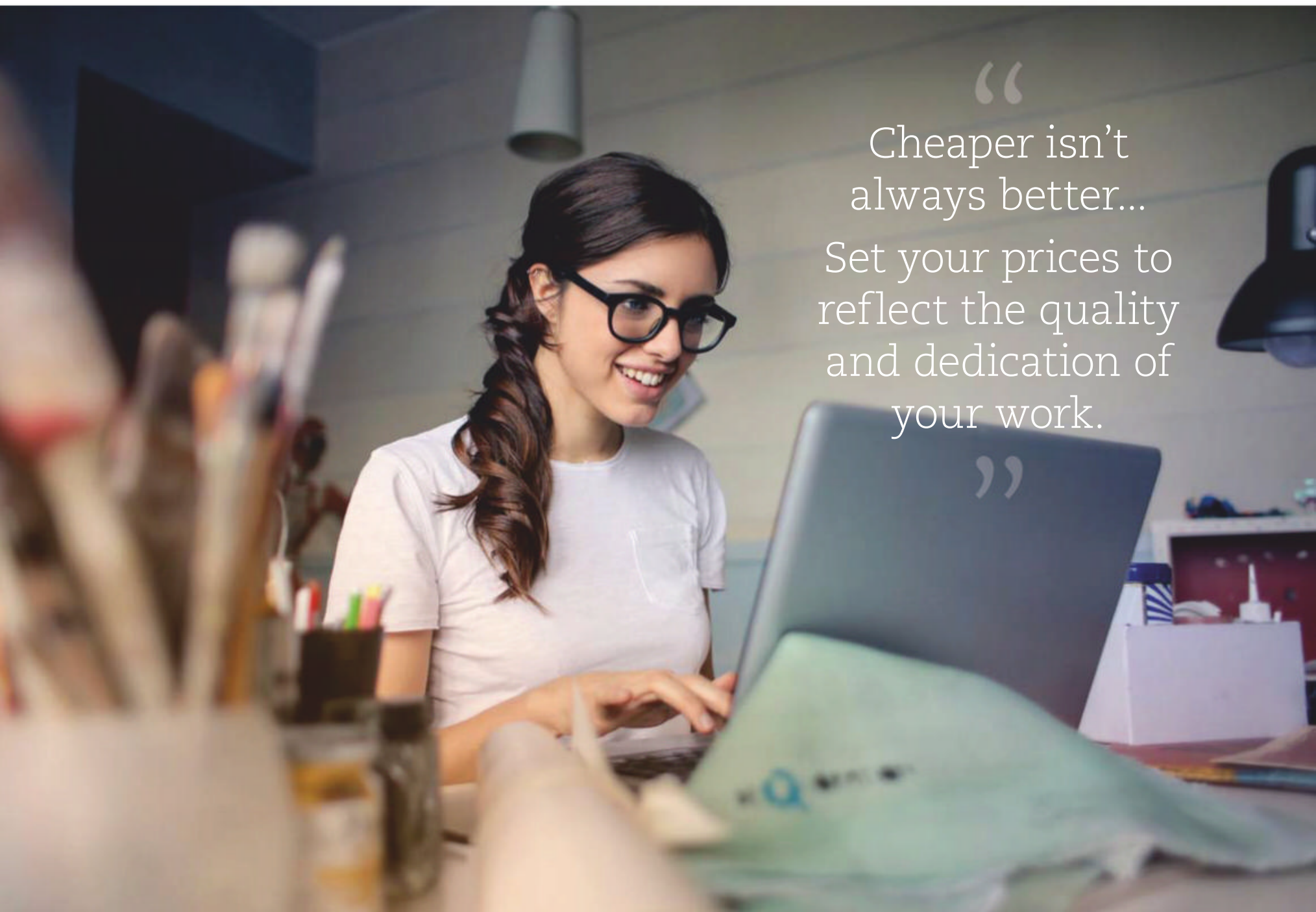
green felt over the wrong side. Tape in place.

- Change the machine thread to green and insert green bobbin thread.
- Re-place the hoop on the machine and embroider step three to stitch the perimeter stitching.

- Remove the hoop from the machine and the materials from the hoop.

- With sharp scissors, cut around the outside of each mistletoe section about 1/8" from the stitching.

- Layer the three pieces as shown and hand stitch in place. Tie the ribbon around the top. 



“
Cheaper isn't
always better...

Set your prices to
reflect the quality
and dedication of
your work.

”



Stitchy Business

Part 2: Pricing

BY JANE NEWHAUSEN

Discover tips and tricks for turning your love for machine embroidery into a successful home-based embroidery business. In the second installment, you'll learn all about how to choose the right price for your work.

Taking your embroidery from a hobby to a business can get complicated. Starting a business is exciting, but figuring out what your work is genuinely worth is one of the most challenging aspects. You don't want to oversell and alienate your potential clients, but underselling looks unprofessional and may even cut you off from the embroidery community that can help you grow your business. A good foundation and understanding the basics will help you accurately price your work and help your business in the long run.

BASICS

There are several factors to consider when deciding what to charge in a home-based business. If you think you may want to start a business, it's a good idea to charge something for your embroidery work — even when it's family or friends, though you can make an exception for gifts. A good base price point is \$1 per 1000 stitches. It won't factor in everything it takes to run your business, but it's a starting point if you're only making a few items for a select clientele. A hoop fee is also a good idea. Usually, a hoop fee is about \$5 per hooping.

DETAIL

Embroidery pros use digital software to create custom patterns. Detail work costs money, but if someone you know is looking for a custom piece, like a logo or patch, you can offer them a charge for the pattern, based on the number of stitches and thread color changes requires. The average is usually around \$20-\$30 per pattern, with simple patterns costing \$10, and more complex costing upwards of \$60. Judge for yourself what the time you spend digitizing patterns is worth to you, and keep these figures in mind as a ballpark.

THREAD COLORS

It makes sense that color changes are more expensive than simple black script. It all depends on the amount of material you're using. The more colors you use, the more spools you need to add to the machine. Monogrammed baby blankets and simple black script style logos are a lot cheaper for you, and you can pass those savings onto the customers. \$5 for a monogram or patch in black with one color is reasonable, while \$20 for three or four colors makes more sense.

MACHINE COST

The difference between charging friends for your hobby and creating a business around your embroidery is that you need to factor in the

cost of everything. That means your electricity, internet access, materials and equipment all factor into the value of your work. You may have the option to rent an embroidery machine to start your business off on the right foot. However, if you plan to get serious, you'll want to purchase your own.

Your pricing will determine how fast you'll pay off your machine and the quality of materials you can offer customers. Research reviews on the best embroidery machines that will give you a pro look, even if you're starting out. Also, remember to factor in the cost of your materials and equipment when you set your prices.

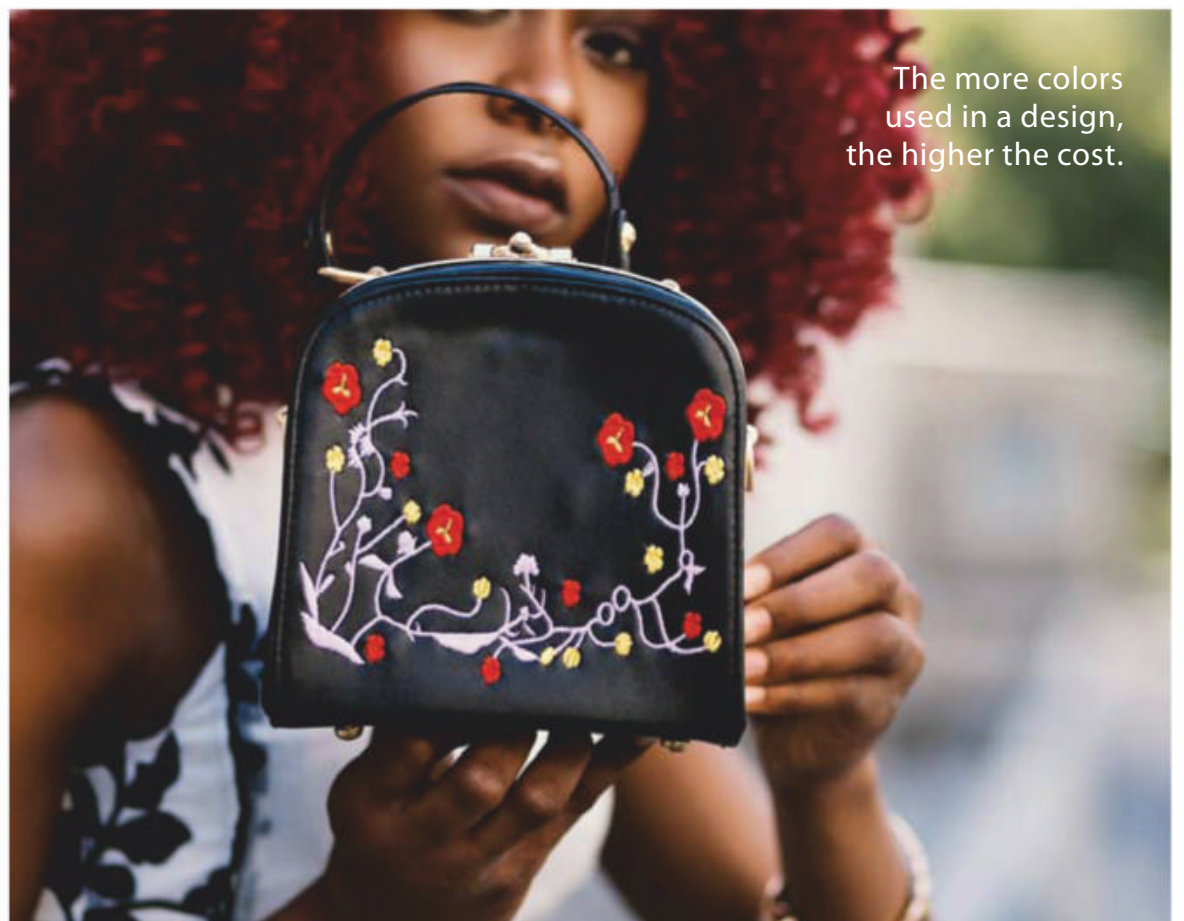
VOLUME DISCOUNTS

To really make a dent in the world of custom embroidery, getting a few corporate accounts can turn things around. It's not as fun as custom pieces, but it's still a great way to get creative and to make a name for you and your business. Most embroiderers don't use price lists. There are too many factors to consider. An excellent way to build customer loyalty, though, is to offer volume discounts. Offering

20 hats bought in bulk for a cheaper rate than offering 16 custom jobs makes the work easier on you. And you can provide savings to your customers, building your reputation as you do so.

COMPARE PRICES

Cheaper isn't always better, even to the most discerning buyers. Now that you have the basics down, figure out what you're offering. Don't worry about price listing, but check with other embroiders to see where their prices compare to yours. If you're involved in any crafts groups or classes, talk to your peers about how they set their prices. Overpricing could discourage people from buying from you, but underpricing might make buyers suspicious about the quality of your work. Research cost analysis graphs online to help you. Don't undersell yourself. Many beginners set their prices low, with the idea that they'll raise them as they gain skills. But raising prices never works for fledgling businesses. Set your prices to reflect the quality and dedication of your work. 🧵



The more colors used in a design, the higher the cost.

Pretty in Pink Velvet

BY STACY SCHLYER

Velvet's rich and luxurious feel makes it the perfect fabric for a fabulous dress. Learn tips and tricks on how to cut, sew and embroider on velvet, and then apply them to make this beautiful party look.

Amalfi Dress,
Hey June Handmade

SEWING WITH VELVET

Velvets come in a wide variety of weights and fabric contents. Heavier-weight velvets look best in structured garments, such as jackets or tailored dresses. For a project such as the featured sample, which has flutter sleeves and a gathered waist, it's best to choose a velvet that has a good drape, such as a silk, rayon or polyester blend.

Velvets have a nap. When you run your hand across the material, you will be able to feel if you are going against the grain (the pile feels rough and looks darker) or if you are going with the grain (the pile feels smooth and looks lighter). Select which way you prefer and cut all pattern pieces in that same direction. If necessary, mark the back of the fabric with the direction you have chosen.

Velvet is bulky. To minimize this effect, grade seam allowances whenever possible. Reduce bulk at hems by serging or zigzag stitching the fabric raw edges and then use a single-fold hem. Additionally, consider using lighter-weight materials for facing, linings and pockets. In the case of the featured Amalfi dress, use a lighter-weight fabric for the pocket instead of velvet.

Velvet is slippery. When placed right sides together, velvet will slide around on itself. Consequently, in order to achieve the most accurate cutting results, it's important to place the pattern on the wrong side of the fabric and cut it in a single layer. When sewing, use lots of pins or hand baste the seams in place to prevent creeping.



Velvet can be damaged. The pile on velvet can be easily crushed, but a number of techniques can be used to avoid this. For instance, do not use a tracing wheel when marking the fabric. Instead, make small snips within the seamline, use chalk or a pencil or make tailor's tacks with a fine sewing needle. Water-soluble pens may also be used but should be tested on scrap fabric to assure they are easily removed. It's also important to keep a hot iron from directly touching the surface of the velvet, as this may mar or crush the pile. Instead of pressing, use steam on the wrong side of the fabric or opt to finger press seams open. Lastly, as much as possible, avoid ripping out stitches. This means making sure that any alterations are made prior to sewing your final version. While placing hems will not necessarily damage the fabric, it can leave tracks. If you find this is the case, consider using a blind stitch when setting hems instead.

EMBROIDERING ON VELVET

When embroidering velvet, it's best to use dense embroidery designs. Those with light stitching will get lost in the nap.

Never hoop velvet. Hooping the fabric will crush the nap and produce permanent hoop burns. Instead, hoop a cutaway stabilizer, spray it with temporary spray adhesive and smooth the fabric on top.

To keep your embroidery stitches from sinking down into the pile, be sure to place a piece of water-soluble stabilizer on top of your velvet. When the design has finished stitching out, tear off as much of the stabilizer as possible. If your velvet is launderable, water can be used to remove the excess. Otherwise use tweezers to carefully pluck the remaining stabilizer from your design.



MATERIALS

- + Dress pattern (such as the Amalfi Dress by Hey June Handmade)
- + Velvet fabric (amount according to the pattern envelope)
- + ½ yard of lightweight lining fabric for the pocket (more may be needed if also cutting facings)
- + Stabilizer: cutaway & water-soluble
- + Temporary spray adhesive
- + Thread: all-purpose & embroidery
- + Removable fabric marker
- + Embroidery designs: floral border (approx. 1.43"×7.80"; see "Designs") and tiny rose (approx. 1.07"×0.87"; see "Designs")

CUT

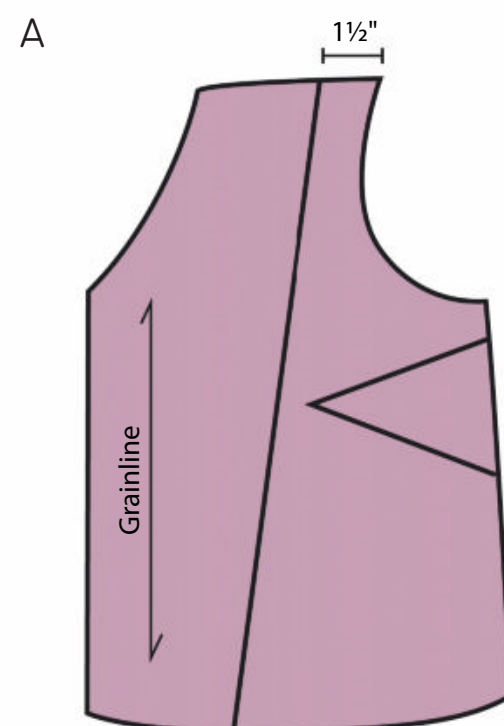
- From the velvet fabric, cut the pattern pieces according to the pattern guidesheet, using the tips above and omitting the pocket and facings, if desired.
- From the lining fabric, cut the pocket and the facings if not cut from velvet.
- Transfer all pattern markings using the tips above. Thread-trace the darts so they are easy to see on the right side of the fabric when embroidering.

EMBROIDER

- Load the design onto the machine.
- Mark the desired placement of the border design on the dress front using chalk, water-soluble marker or by thread tracing. This line should run from the shoulder seam to the front lower edge without

the thread markings of the bust dart. On the featured sample, the center of the design is 1½" from the armscye at the shoulder; however, this measurement may need to be adjusted depending on the size you are making. It is also important to note that while the center line is straight, it does not run parallel to the grain line on the pattern **(A)**.

- Repeat to mark a second, mirror-image line on the dress front opposite side.
- Find the horizontal center of each line; pin-mark. Find the half-way points between the shoulder and the pins and the waistline and the pins; mark.
- Hoop a piece of cutaway stabilizer. Spray lightly with temporary adhesive, then smooth the fabric over the stabilizer, aligning the design vertical centerline with the vertical line and the horizontal centerline with one of the upper horizontal marks.
- Smooth the nap, then place a piece of water-soluble topper over the fabric. Secure with tape or using the machine's baste-in-the-hoop function, if available.
- Embroider the design, changing colors and trimming jump threads as necessary.
- Repeat to embroider a second design along the lower half of the vertical line and two more designs along the opposite side line.
- Mark the seam and hem allowances on each flutter sleeve, then randomly mark the placements for 8–10 tiny rose designs within those markings, rotating them to add interest.
- Embroider the designs, following the same steps as previously.



- Construct the dress per the pattern instructions, omitting the narrow hem and replacing it with a single-fold hem. ⓘ

DESIGNS

Delicate Rose Border M20291 and Tiny Rose M17519 designs: Embroidery Library; emblibrary.com

Snowflake Sleigh

BY RAMONA BAIRD

Create a stunning FSL sleigh for your mantle or holiday centerpiece. The pieces fasten together with decorative snowflake brads using eyelet holes stitched in the design, allowing the sleigh to store flat.



MATERIALS

- + Large embroidery hoop (9½"×14" was used for the project)
- + Thread: 40-wt. polyester embroidery thread in red & white, silver metallic thread (such as Sulky Holo Shimmer) & bobbin thread in red & white
- + Fibrous water-soluble stabilizer
- + Old cardboard cutting board
- + Quilting pins
- + Plastic wrap
- + Spray starch
- + ¾"×5"×6" rectangle of styrofoam
- + Small awl
- + Snowflake brads (See "Source")
- + Silver appliqué pins
- + Snowflake Sleigh embroidery designs (sizes vary; see "Design.")

Read through the instructions thoroughly before beginning and assemble all the needed materials. Be sure you have a hoop large enough to accommodate stitching this project; do not resize the designs. There are five parts to be stitched for the sleigh: side 1, side 2, front, back and floor.

EMBROIDER

- Load the designs onto the machine, install a new embroidery needle and wind several bobbins in white and red bobbin thread.

- Hoop three layers of stabilizer and place the hoop on the machine.
- Load side 1, rotating the design to fit the stitching area. Stitch, following the color sequence and using white bobbin thread for the first two colors and red bobbin thread for the third. Remove the piece from the hoop and trim away the excess stabilizer **(A)**.

tip

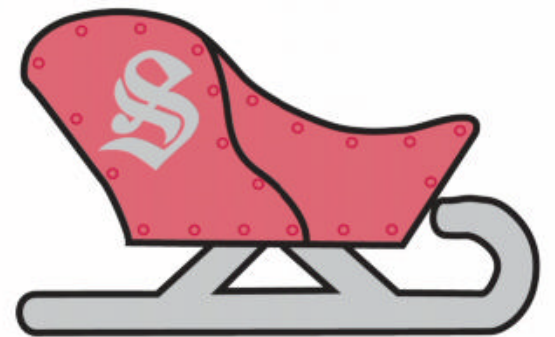
When stitching with metallic thread, slow the machine speed down and use a vertical spool pin.

- Hoop three layers of stabilizer and place the hoop on the machine.
- Load side 2, rotating the design to fit the stitching area. The color sequence is the same: use white bobbin thread for the first two colors and red for the third color. After stitching, remove the piece from the hoop and trim away the excess stabilizer.
- For the front, back and floor sections, hoop three layers of stabilizer and use red bobbin thread. After stitching each piece, remove the piece from the hoop and trim away the excess stabilizer.

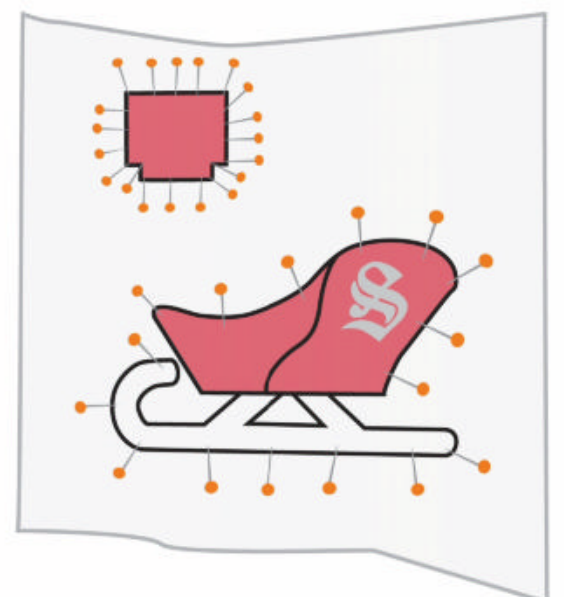
ASSEMBLE

- Cover an old cardboard cutting board with plastic wrap. Working

A



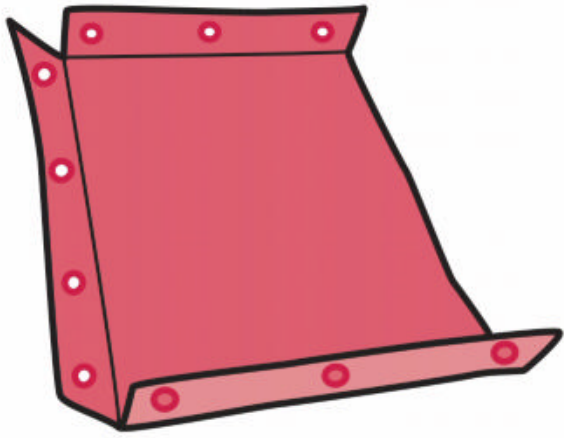
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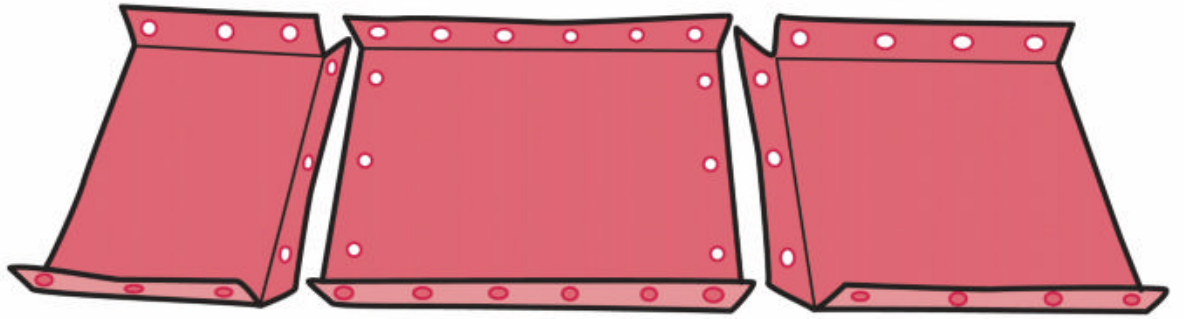
with one piece at a time, rinse away only the visible stabilizer—most of the stabilizer should remain in the embroidered piece. Lay the piece on the board, smooth it out and pin around the edges; this will keep the piece flat as it dries. Repeat for the remaining pieces **(B)**.

- When the pieces are almost dry, spray each piece with starch. Allow that to dry and then spray again two more times, drying well between each coat. Allow the pieces to dry in place overnight. The next day, remove the pins; the pieces should be board-stiff.

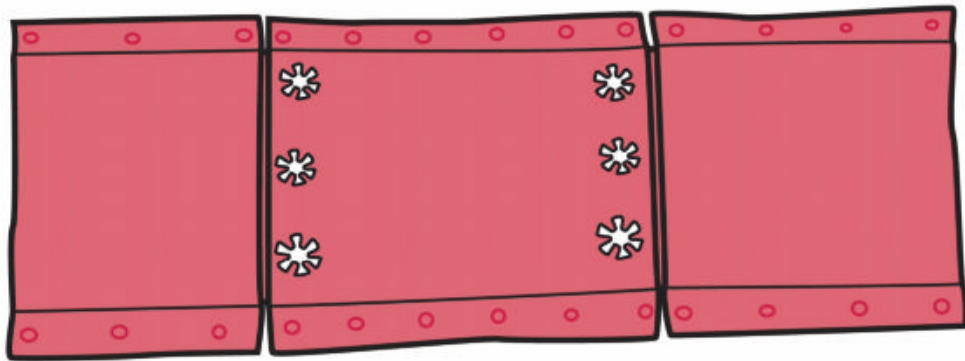
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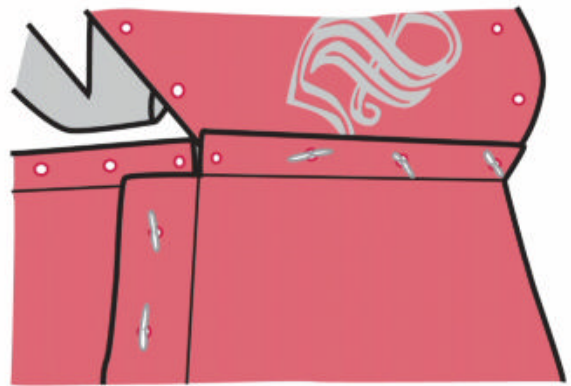
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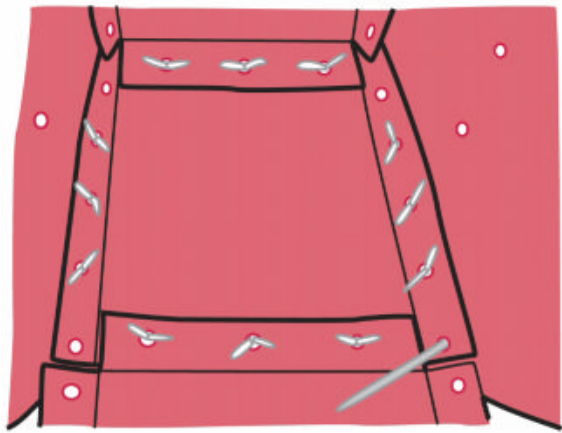
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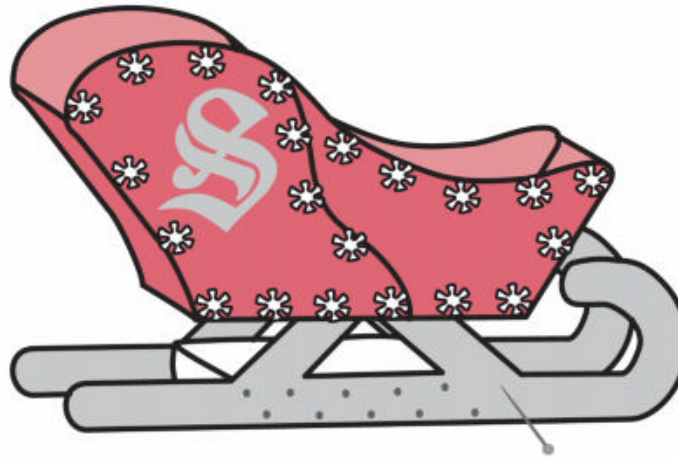
F




G



H



- Fold in the tabs on the front and back and the side flaps on the floor. Poke the awl through the eyelets to make sure they are totally open **(C)**.
- Lay the pieces out, wrong side up, with the front piece on the left, the floor in the middle and the back on the right **(D)**.
- Place the bottom flaps of the front and back sections over the floor, aligning the eyelets. Place a snowflake brad through the eyelets and fasten in place **(E)**.
- Align the sleigh back tabs to the back of the sleigh sides and insert brads to hold those sections together **(F)**.
- Continue working around the sleigh until all the brads are inserted to hold the sections together **(G)**. Use the awl to help align the eyelets.
- Insert the remaining snowflake brads around the edges and through the center eyelets.
- Place the styrofoam piece between the middle section of the sleigh runners; the 5" edge goes from runner to runner and the 6" edge runs the length from front to back. Use the appliqué pins to secure the foam in place along the middle section on both runners **(H)**. 



DESIGNS

Download the Snowflake Sleigh designs from cmemag.com/freebies until Dec. 31, 2019. Purchase the designs after the expiration at embroiderydesigns.com.

SOURCE

Amazon carries snowflake brads: amazon.com.

Peacock Posh

BY BIANCA SPRINGER

Showcase iridescent Mylar embroidery with a quilted velvet purse. This one-of-a-kind statement accessory is perfect for a special evening out.



SUPPLIES

- + ½ yard each of quilted velvet fabric, automotive headliner fabric & lining (See “Sources.”)
- + Stabilizer: tear-away & water-soluble
- + Mylar
- + Spray adhesive
- + Thread: all-purpose, bobbin & embroidery
- + 42" length of purse chain with clasp
- + Two 1"-diameter grommets & attachment tool
- + 23 double-capped or standard rivets & attachment tool
- + Two sets of ¾"-diameter magnetic snaps
- + Hand sewing needle
- + Tailor’s chalk
- + Zipper foot
- + Mylar peacock feather design (See “Design.”)

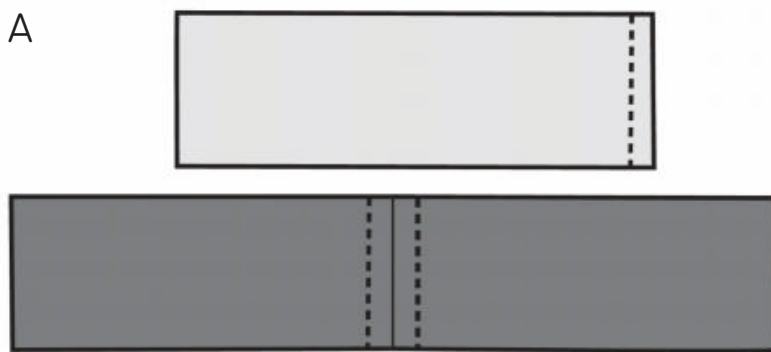
tip

Find automotive headliner fabric online or in the home-décor section of your local fabric store.

CUT

- Download and print the Peacock Posh pattern from cmemag.com/freebies.
- From the velvet fabric, cut one front panel, one back panel, two sides and one 9"×12" rectangle.

A



- From each of the headliner and lining fabric, cut one front panel, one back panel, two sides and one flap.

- Transfer all pattern markings.

EMBROIDER

- Print a template of the peacock feather.
- Designate one velvet-rectangle long edge as the upper edge. Center the template over the flap; pin.
- Hoop a piece of tear-away stabilizer and coat it with spray adhesive. Press the velvet rectangle onto the stabilizer, centering the fabric within the hoop.
- Load the peacock feather design onto the machine. If needed, rotate the design to match the template and/or move the needle to match the design centerpoint. Place the hoop onto the machine.
- Remove the template. Center a piece of water-soluble stabilizer over the design area.
- Embroider the design; changing thread colors as desired and following the design instructions to attach the Mylar.
- Remove the hoop from the machine and the stabilizer from the hoop. Trim the stabilizer from the design perimeter. Remove the

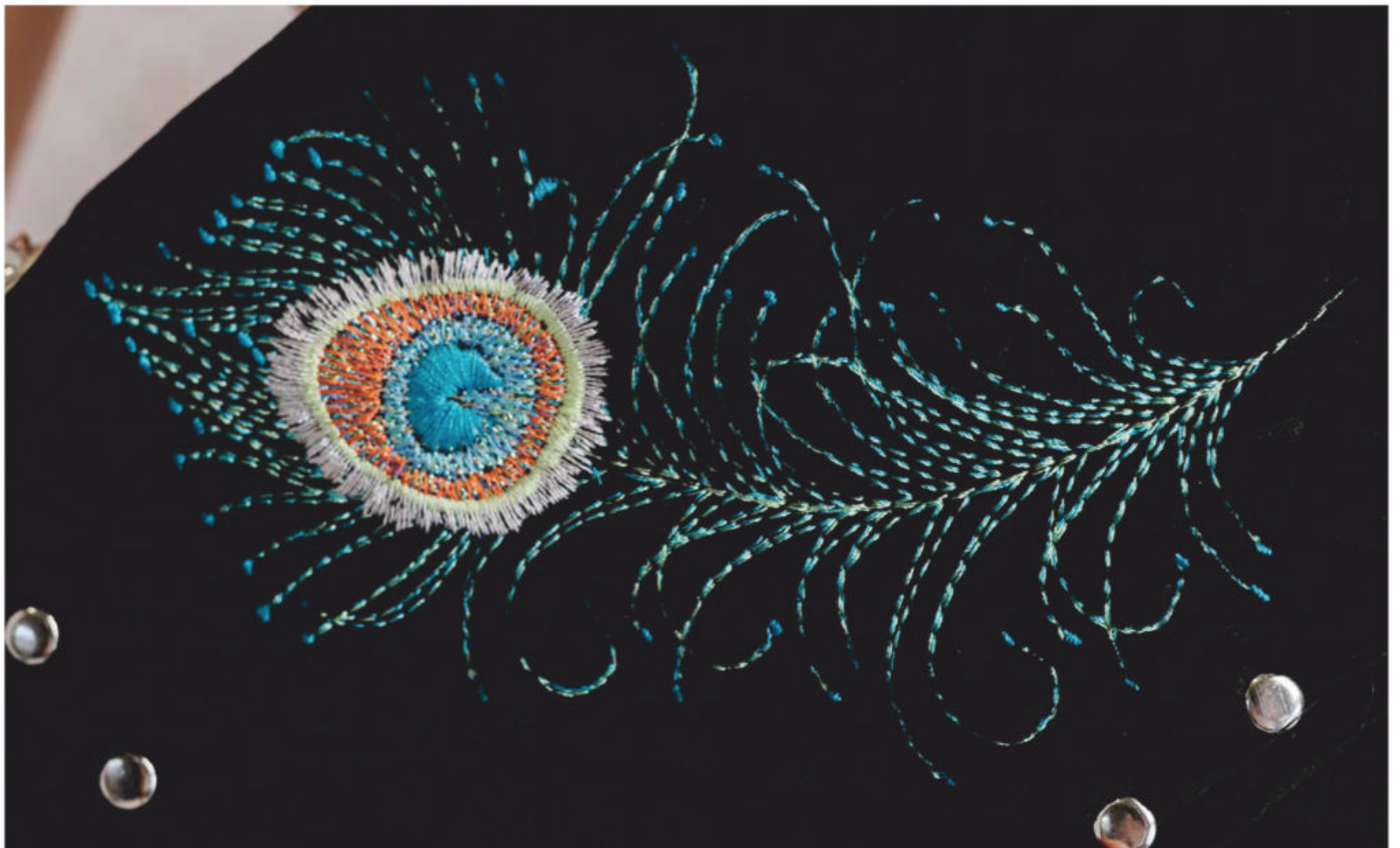
remaining water-soluble stabilizer according to the manufacturer’s instructions.

- Position the flap pattern over the velvet rectangle, centering the design within the pattern; pin. Cut out; designate as the flap.

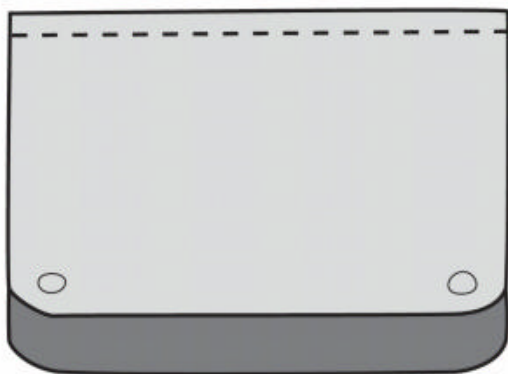
CONSTRUCT

Use ½" seam allowances unless otherwise noted, and stitch with right sides together.

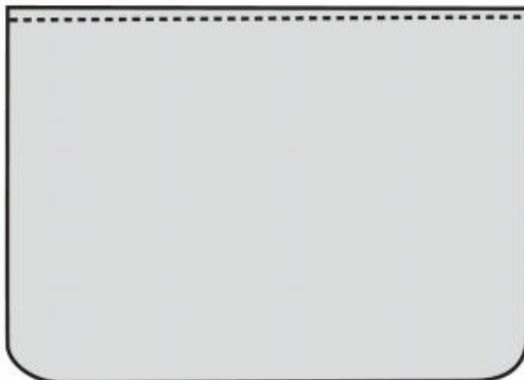
- Install a male snap on the lining-flap right side at each pattern marking according to manufacturer’s instructions.
- Repeat to install the female snaps on the front-panel right side.
- Position the foam side of each headliner piece to the corresponding lining-piece wrong sides; pin. Baste using a ¼" seam allowance.
- Position the velvet sides together; pin. Stitch one short end; press open. Topstitch ¼" to either side of the seamline **(A)**. Trim the seam allowances close to the stitching line.
- Repeat to construct the lining side panel.
- Position one lining side-panel long edge with the lining-front side and lower edges, making sure the short ends are even with the upper edge; pin. Stitch, and then clip into the



B



C




D



seam allowances at the curves. Trim the headliner from the seam allowances to reduce bulk.

- Repeat to stitch the opposite lining side-panel long edge to the lining back, but leave a 3"-long centered opening for turning.
- Turn the lining right side out; press.
- Repeat to construct the exterior purse, but don't leave an opening for turning.
- Position the velvet and lining flap together; pin. Stitch the sides and lower edges. Turn right side out; press flat.
- Baste the flap upper edges together using a $\frac{1}{4}$ " seam allowance. Topstitch the flap sides and lower edges using a $\frac{1}{4}$ " seam allowance.
- Install rivets 1" apart along the topstitching according to the manufacturer's instructions. Install grommets at each pattern marking according to the manufacturer's instructions.
- Position the flap over the exterior back with velvet sides facing; pin. Baste using a $\frac{1}{4}$ " seam allowance **(B)**.
- Position the lining and exterior bag together with right sides facing; pin. Mark the lining wrong side at each grommet placement using tailor's chalk.
- Install a zipper foot onto the machine. Stitch the purse upper edge **(C)**.
- Turn the purse right side out through the lining opening. Slip stitch the lining opening closed.
- Insert the lining into the purse exterior with wrong sides together. Edgestitch the purse upper edge, keeping the flap free from the stitching.

- Fold a $\frac{1}{2}$ " pleat in each lining side at the upper edge. Hand stitch 1" from the upper edge along each pleat to secure **(D)**.

- Insert one chain end through one grommet from the purse lining side and then into the other grommet. Attach the chain ends together using the chain clasp, making sure it's on the lining side. 

DESIGN

Mylar peacock feather: Purely Gates, Peacock Feathers with Mylar design pack; purelygates.com

SOURCE

Fabric.com carries automotive headliner fabric: fabric.com.





BY MILINDA JAY STEPHENSON

Embellish a basic stocking with a custom in-the-hoop name cuff and snowman appliqué for festive home décor.

Cozy Snowman Stocking

MATERIALS

Supplies listed are enough to create one stocking.

- + ½ yard each of plaid fabric (main) & polar fleece (lining)
- + ¼ yard of white woven cotton fabric (cuff)
- + 2½"×8½" rectangle of matching or contrasting plaid fabric (cuff accent)
- + 4" square of contrasting plaid fabric (scarf appliqué)
- + Scrap of white polar fleece
- + Thread: all-purpose, bobbin & embroidery
- + Stabilizer: fusible cut-away & tear-away
- + In-the-hoop cuff & snowman appliqué (See "Designs.")

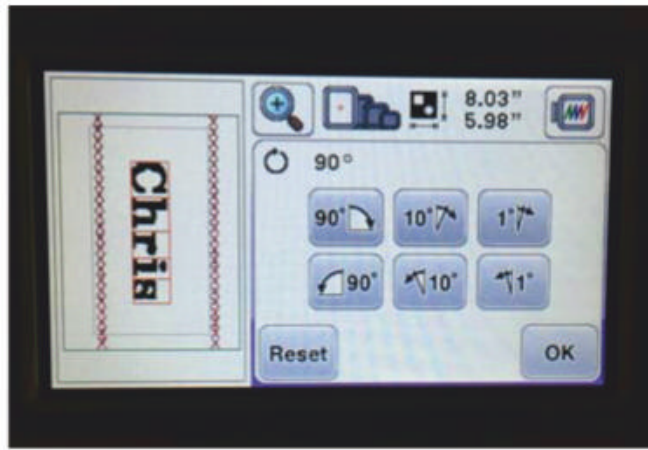


Download the Cozy Snowman Stocking in-the-hoop cuff, snowman appliqué design and stocking pattern from cmemag.com/freebies until Dec. 31, 2019.

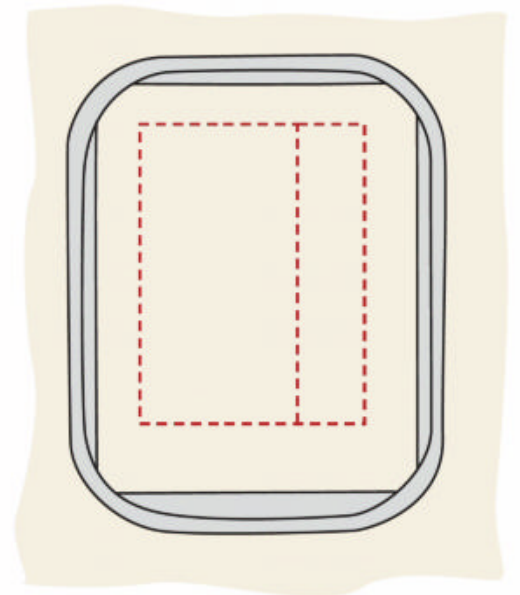
PREPARE

- Download the Cozy Snowman Stocking in-the-hoop cuff design, snowman appliqué design and stocking pattern from cmemag.com/freebies until Dec. 31, 2019. Print the pattern; cut out.
- Cut two stockings from the main fabric using the corresponding pattern. Designate one as the front and the other as the back.
- Repeat to cut two stockings from the lining fabric.

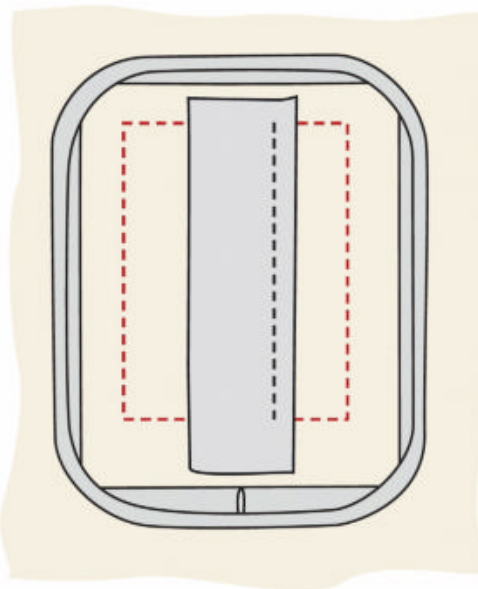
A



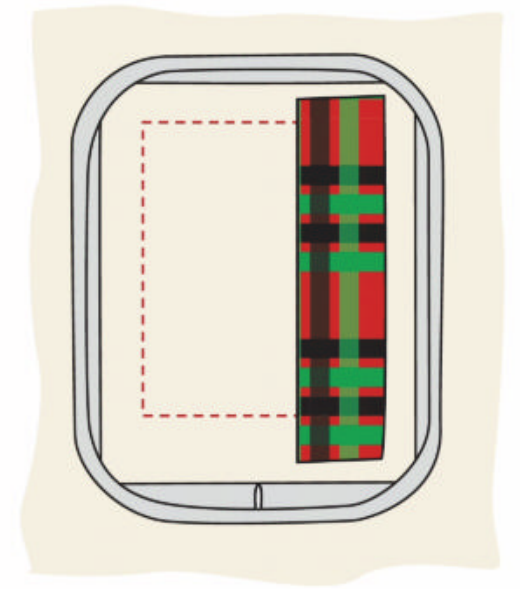
B



C



D



EMBROIDER

- Load the in-the-hoop cuff design onto the embroidery machine.
- Select a built-in alphabet. Type the desired name onto the machine screen. Rotate the name 90° clockwise. Center the name within the cuff design **(A)**.
- Hoop a piece of cut-away stabilizer and the woven cotton fabric, centering the fabric within the hoop. Place the hoop onto the machine.
- Embroider the design outline and the cuff placement line **(B)**.
- Designate one cuff-accent long edge as the right edge. Position the cuff-accent rectangle wrong side up over the hooped fabric, aligning the right edge just beyond the placement line **(C)**.
- Embroider the tacking stitches.
- Fold the cuff accent right side up; finger-press **(D)**.
- Embroider the cross-stitch knots and the name. Remove the hoop from the machine and the fabric from the hoop. Cut away the stabilizer from the design perimeter.

- Load the snowman appliqué design onto the embroidery machine.
- Hoop a piece of tear-away stabilizer, cut-away stabilizer and main stocking front, centering the fabric within the hoop. Place the hoop onto the machine.
- To check proper placement, use the forward stitch sequence function to make sure the design is centered within the stocking front. Or, if available, use the machine's camera function.
- Embroider the placement outline. Center a polar fleece scrap over the placement outline. Embroider the tacking stitches.
- Remove the hoop from the machine, but don't remove the project from the hoop. Using small scissors, carefully trim the appliqué fabric as close to the tacking stitches as possible.
- Place the hoop back onto the machine and embroider the snowman outline, cheeks, nose, buttons, face, arms and scarf placement outline, changing thread colors as desired.
- Center the 4" contrasting plaid square over the placement outline. Embroider the tacking stitches.
- Remove the hoop from the machine, but don't remove the project from the hoop. Using small scissors, carefully trim the appliqué fabric as close to the tacking stitches as possible.
- Place the hoop back onto the machine and embroider the scarf outline. Reduce the machine speed, and then embroider the snowflakes.
- Remove the hoop from the machine and the fabric from the hoop. Cut away the stabilizer from the design perimeter.

CONSTRUCT

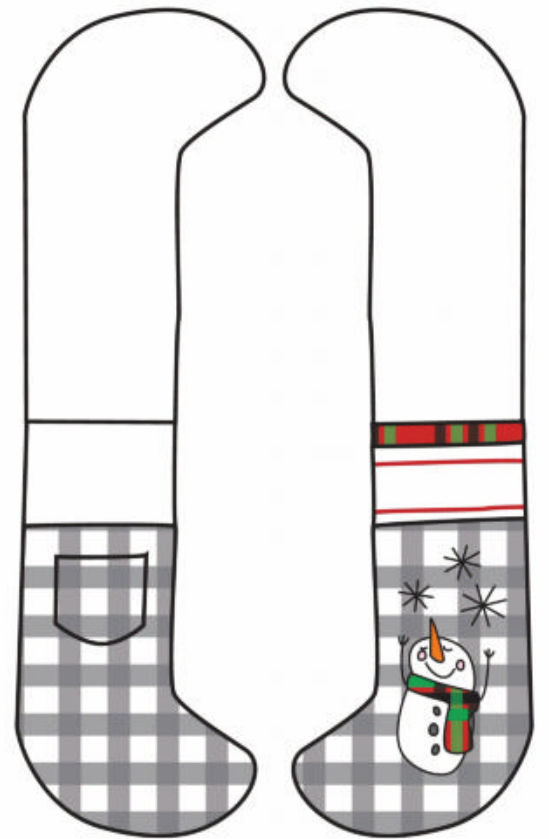
Use ¼" seam allowances.

- Cut out the cuff along the outline stitching lines. Designate as the front cuff.
- Measure the cuff length and width; record. From the remaining woven cotton fabric, cut a rectangle according to the recorded measurements. Designate as the back cuff.
- Pin the front-cuff lower edge and the main-front upper edge with right sides together; stitch. Press the seam allowances toward the main stocking.
- Pin the front-cuff upper edge to the lining-front upper edge with right sides together; stitch. Press the seam allowances toward the lining.
- Repeat to stitch the main back, cuff and lining together **(E)**.
- Pin the stocking front and back with right sides together, aligning the seamlines; pin. Stitch the stocking perimeter, leaving a 3"-long opening along the lining lower edge.
- Clip the seam allowances along the curves, and then turn the stocking right side out through the opening. Press flat.
- Machine stitch the opening closed. Insert the lining into the stocking with wrong sides together; press. **(E)**

DESIGNS

Download the Cozy Snowman Stocking in-the-hoop cuff and snowman appliqué design from cmemag.com/freebies until Dec. 31, 2019. Find the design after the expiration at milindasews.blogspot.com.

E



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Easily construct an elegant monogrammed shoe bag that's fully lined for the shoe-lover in your life. The bag features a divider in the lining to prevent shoes with glitter, beading, suede or velvet from rubbing together and causing damage.

BY COLLEEN BELL

Fuzzy Footwear Bag

MATERIALS

- + ½ yard each of minky & gold satin fabric
- + 3 yards of ⅜"-diameter gold cording
- + Mediumweight paper-release adhesive cut-away stabilizer
- + Seam ripper
- + Pressing cloth
- + Serger (optional)
- + Bodkin (optional)
- + Embroidery software with nap-blocker feature
- + Monogram design (approximately 4" square; see "Design.")

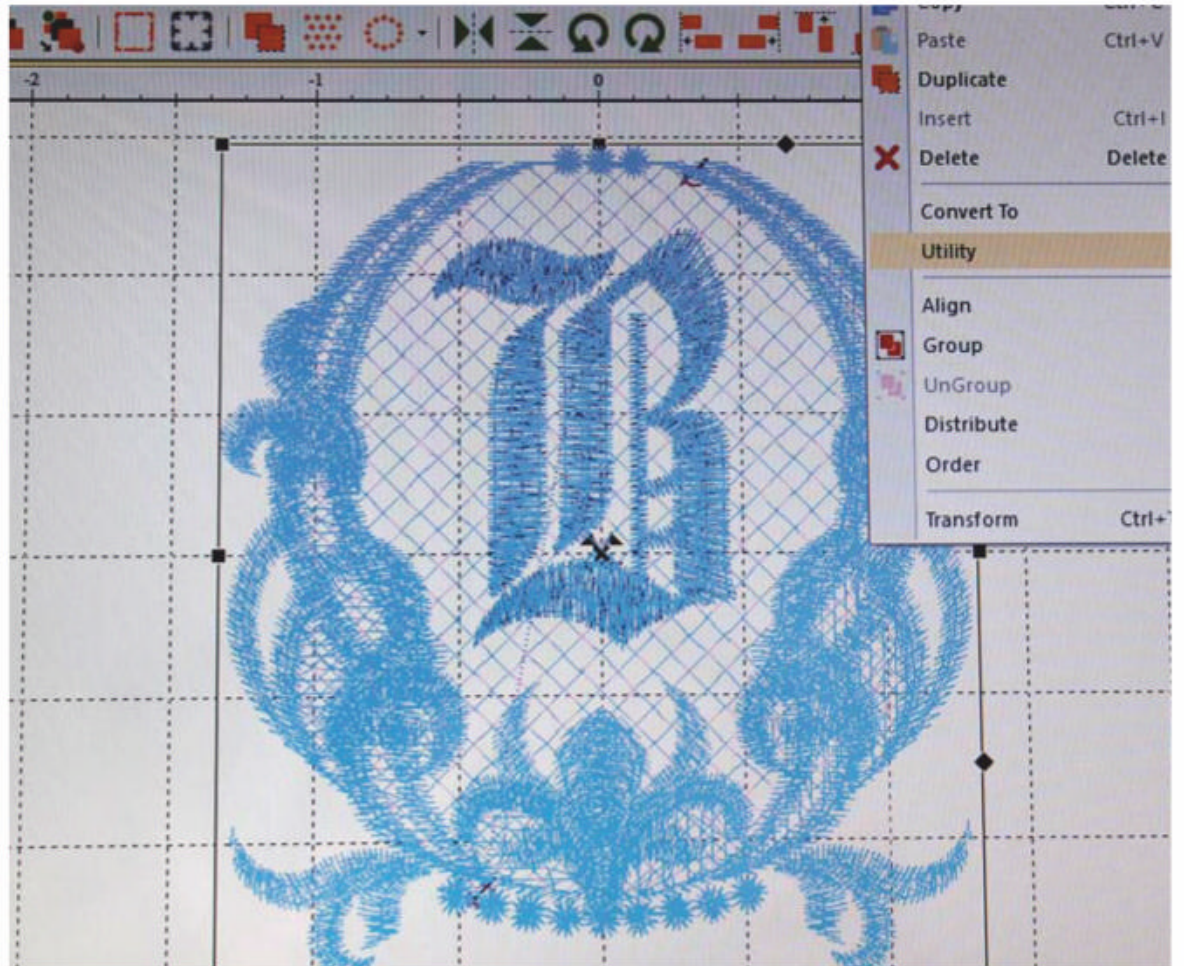
tip

Cut minky fabric through the knit backing in a smooth, gliding motion.

PREPARE

- From the minky fabric, cut two 15"×18¼" rectangles for the front and back panel. Designate one short end on each panel as the upper edge, ensuring the nap is running downward.
- From the satin fabric, cut two 15"×18¼" rectangles for the front and back lining panels and one 15"×28" rectangle for the divider.

A



Designate one short end on each panel as the upper edge.

- Position the front panel right side up on a flat work surface with the nap running downward. Pin-mark the design vertical and horizontal centerlines.

EMBROIDER

- Open the monogram design in embroidery software. Select the design, and then apply the nap-blocker feature to the design (A).
- Add a basting stitch to the design perimeter. Save the file with a new name.

- Load the new design onto the machine.
- Hoop a piece of paper-release adhesive cut-away stabilizer with the paper side facing up. Score

tip

If using software without nap-blocking capabilities, secure a piece of water-soluble topper over the minky fabric before embroidery.

the paper along the hoop inner perimeter. Remove the paper to expose the adhesive.

- Position the front panel right side up over the hooped stabilizer, centering the design markings within the hoop and making sure the nap direction is correct; finger-press to secure. Smooth the fabric nap.
- Place the hoop onto the machine. Embroider the basting stitch and nap-blocker design using thread that matches the front panel **(B)**.
- Embroider the monogram design, using a coordinating thread color. Remove the hoop from the machine and the fabric from the hoop.

- Trim the jump threads and basting stitches. Cut away the excess stabilizer from the design perimeter.

CONSTRUCT

Use ½" seam allowances unless otherwise noted, press seam allowances open using a pressing cloth and pink, serge- or zigzag-finish the seam allowances.


- Fold the divider panel in half width-wise with wrong sides together; press. Designate the folded edge as the upper edge.
- Position the front-lining panel right side up on a flat work surface. Position the divider panel over the lining panel, aligning the side and lower edges; pin. Baste the divider using a ¾" seam allowance.

tip

To prevent the minky fabric from stretching during stitching, generously pin the seam edges close together, and then add a second row of pins in the opposite direction of the stitching direction. Keep the second row in place during stitching.

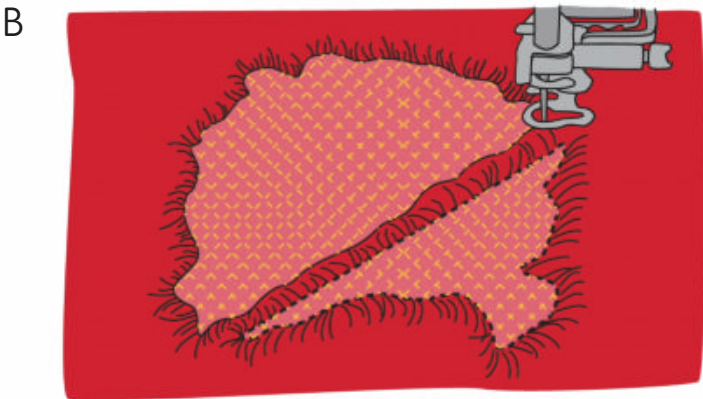
- Stitch the back-lining upper edge and the back-panel upper edge with right sides together.



- Stitch the back-panel lower edge and the front-panel lower edge with right sides together.
- Stitch the front-panel upper edge and the front-lining upper edge with right sides together **(C)**.
- Stitch the front-lining lower edge and the back-lining lower edge with right sides together to create one continuous fabric loop.
- Fold the loop in half widthwise with right sides together, aligning the back and front panel over the corresponding lining panels and aligning seamlines; pin.
- Stitch each long edge, leaving a 3"-long centered opening along one back-panel long edge for turning.
- Turn the bag right side out through the opening; press flat using a press cloth. Insert the lining into the bag exterior with wrong sides together; press. Hand stitch the lining opening closed.
- Topstitch 1" and 2" from the bag upper edge to create a casing.
- Using a seam ripper, gently open the seam between the topstitched lines on both exterior and lining seamlines, making sure to not cut into the topstitching.
- Insert the cording through the each casing opening using a bodkin. Tie a knot at each cord end. 

DESIGN
 Monogram: Sonia Showalter Designs, Fleur de Lis Alphabet- B; soniashowalterdesigns.com

SOURCE
 Shannon Fabrics provided the Luxe Cuddle Velvet Scarlet and Silky Satin Solid Gold fabrics; shannonfabrics.com.



C

Lower Edge	Back Lining	Upper Edge	Upper Edge	Lower Edge	Lower Edge	Upper Edge	Upper Edge	Back	Lower Edge
Front Lining									
Front									



Cozy Creature Ornaments

DESIGNS BY JESSICA ZIEBARTH;
DIGITIZING & SAMPLES BY RAMONA BAIRD

Use a combination of appliqué and embroidery to create a truly special set of barnyard friends decked out for winter weather.

Goose, Duck & Donkey

MATERIALS

Materials listed are enough to make one ornament.

- + Two 6" squares of white felt
- + 4" square of small-print holiday cotton fabric

- + Stabilizer: lightweight cut-away, tear-away & water-soluble topper
- + Thread: bobbin & embroidery thread
- + 8" length of 1/8"-wide ribbon
- + Embroidery or painter's tape
- + Embroidery scissors

PREPARE

- Download the Cozy Creature Goose design free from cmemag.com/freebies until Dec. 31, 2019. Find the collection at interweave.com/sewing. Load the design onto the machine.
- Hoop one square of white felt with tear-away stabilizer underneath and a water-soluble topper on top.

- Wind a bobbin with white embroidery thread. You will use this for the final step only.

EMBROIDER

- Place the hoop onto the machine. Float a piece of cut-away stabilizer below the hoop.
- Embroider the design, pausing after stitching the appliqué placement line.
- Remove the hoop from the machine, but don't remove the project from the hoop. Place the cotton fabric over the placement line, being sure to cover the line completely. Secure with tape at the edges.
- Re-place the hoop onto the machine and embroider the tacking stitch.
- Remove the hoop from the machine, but don't remove the project from the hoop. Remove the tape and carefully trim the appliqué fabric as close to the stitching lines as possible **(A)**.
- Re-place the hoop onto the machine. Continue embroidering the design, pausing when two steps remain.
- Remove the hoop from the machine, but don't remove the project from the hoop. Turn the

hoop to the back and trim the floated cut-away stabilizer as close to the stitching as possible.

- Re-place the hoop onto the machine and embroider the next step to stitch the ornament outline.
- Remove the hoop from the machine, but don't remove the project from the hoop. Turn the hoop to the back. Fold the ribbon in half and place at the top of the ornament with about $\frac{3}{4}$ " of the ribbon ends inside the stitching line. Secure with tape outside the stitching **(B)**.
- Place the remaining felt square over the hoop back, ensuring that all stitching lines are covered. Secure with tape at the edges.
- Change the bobbin to match the thread in the machine. Re-place the hoop onto the machine and embroider the final step to stitch the final outline.
- Remove the hoop from the machine and the project from the hoop. Tear away the stabilizer from the project edges and remove the topper per the manufacturer's instructions.
- Trim the felt $\frac{1}{8}$ " from the outer stitching line, being careful not to cut the ribbon.



Lamb

MATERIALS

Materials listed are enough to make one ornament.

- + Two 6" squares of white felt
- + 4" square each of small-print holiday cotton fabric and sheep-style faux fur
- + Stabilizer: lightweight cut-away, tear-away & water-soluble topper
- + Thread: bobbin & embroidery thread
- + 8" length of $\frac{1}{8}$ "-wide ribbon
- + Embroidery or painter's tape
- + Embroidery scissors

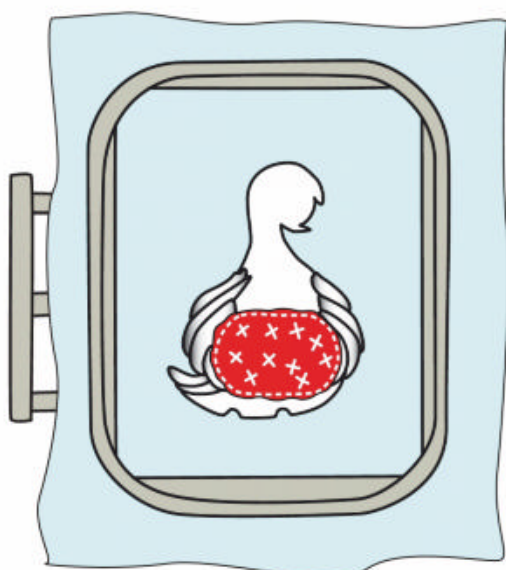
PREPARE

- Load the design onto the machine.
- Hoop one square of white felt with tear-away stabilizer underneath and a water-soluble topper on top.
- Wind a bobbin with white embroidery thread. You will use this for the final step only.

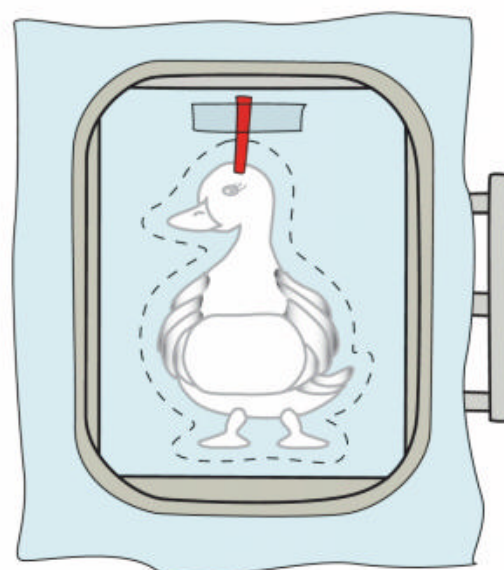
EMBROIDER

- Place the hoop onto the machine. Float a piece of cut-away stabilizer below the hoop.

A



B



- Embroider the first two steps of the design, then embroider the third step to stitch the first appliqué placement line.
- Remove the hoop from the machine, but don't remove the project from the hoop. Place the faux fur square over the placement line. Place another piece of topper over the fur and tape both in place.
- Place the hoop on the machine and embroider the tacking stitch.
- Remove the hoop from the machine, but don't remove the project from the hoop. Trim the faux fur fabric as close as possible to the stitching line. Place another piece of topper over the fur.
- Re-place the hoop onto the machine and embroider the next two steps to zigzag the edge of the fur and stitch the second appliqué placement line.
- Remove the hoop from the machine, but don't remove the

project from the hoop. Place the cotton fabric over the placement line, being sure to cover the line completely. Secure with tape at the edges.

- Re-place the hoop onto the machine and embroider the tacking stitch.
- Remove the hoop from the machine, but don't remove the project from the hoop. Remove the tape and carefully trim the appliqué fabric as close to the stitching lines as possible.

- Re-place the hoop onto the machine. Continue embroidering the design, pausing when two steps remain.
- Remove the hoop from the machine, but don't remove the project from the hoop. Turn the hoop to the back and trim the floated cut-away stabilizer as close to the stitching as possible.
- Re-place the hoop onto the machine and embroider the next step to stitch the ornament outline.
- Remove the hoop from the machine, but don't remove the project from the hoop. Turn the hoop to the back. Fold the ribbon in half and place at the top of the ornament with about $\frac{3}{4}$ " of the ribbon ends inside the stitching line. Secure with tape outside the stitching.
- Place the remaining felt square over the hoop back, ensuring that all stitching lines are covered. Secure with tape at the edges.
- Change the bobbin to match the thread in the machine. Re-place the hoop onto the machine and embroider the final step to stitch the final outline.

CM&E Exclusive COZY CREATURES WITH ORNAMENTS COLLECTION

Don't these animals look adorably snuggly in their hats, scarves, socks, muffs and sweaters? Decorate your tree with the coziest collection of barnyard residents you've ever seen. Made entirely in the hoop, these ornaments feature cheerful print appliqué and, in some cases, faux fur as well. Both cute and touchable, these ornaments will be family favorites for years to come. The collection includes five designs: Donkey, Duck, Goose, Llama and Sheep.



- Remove the hoop from the machine and the project from the hoop. Tear away the stabilizer from the project edges and remove the topper per the manufacturer's instructions.
- Trim the felt 1/8" from the outer stitching line, being careful not to cut the ribbon.



Llama

MATERIALS

Materials listed are enough to make one ornament.

- + Two 6" squares of white felt
- + Two 4" squares of small-print holiday cotton fabric
- + 4" square of swirl faux fur
- + Stabilizer: lightweight cut-away, tear-away & water-soluble topper
- + Thread: bobbin & embroidery thread
- + 8" length of 1/8"-wide ribbon
- + Embroidery or painter's tape
- + Embroidery scissors


PREPARE

- Load the design onto the machine.
- Hoop one square of white felt with tear-away stabilizer underneath and a water-soluble topper on top.

- Wind a bobbin with white embroidery thread. You will use this for the final step only.

EMBROIDER

- Place the hoop onto the machine. Float a piece of cut-away stabilizer below the hoop.
- Embroider the first two steps of the design, then embroider the third step to stitch the first appliqué placement lines.
- Remove the hoop from the machine, but don't remove the project from the hoop. Place the cotton squares over the placement lines, being sure to cover the lines completely. Secure with tape at the edges.
- Re-place the hoop onto the machine and embroider the tacking stitches.
- Remove the hoop from the machine, but don't remove the project from the hoop. Remove the tape and carefully trim the appliqué fabric as close to the stitching lines as possible.
- Re-place the hoop onto the machine and embroider the next two steps to zigzag the edge of the fabric and stitch the second appliqué placement line.
- Remove the hoop from the machine, but don't remove the project from the hoop. Place the faux fur square over the placement line. Place another piece of topper over the fur and tape both in place.
- Place the hoop on the machine and embroider the tacking stitch.
- Remove the hoop from the machine, but don't remove the project from the hoop. Trim the faux fur fabric as close as possible to the stitching line. Place another piece of topper over the fur.

- Re-place the hoop onto the machine. Continue embroidering the design, pausing when two steps remain.
- Remove the hoop from the machine, but don't remove the project from the hoop. Turn the hoop to the back and trim the floated cut-away stabilizer as close to the stitching as possible.
- Re-place the hoop onto the machine and embroider the next step to stitch the ornament outline.
- Remove the hoop from the machine, but don't remove the project from the hoop. Turn the hoop to the back. Fold the ribbon in half and place at the top of the ornament with about 3/4" of the ribbon ends inside the stitching line. Secure with tape outside the stitching.
- Place the remaining felt square over the hoop back, ensuring that all stitching lines are covered. Secure with tape at the edges.
- Change the bobbin to match the thread in the machine. Re-place the hoop onto the machine and embroider the final step to stitch the final outline.
- Remove the hoop from the machine and the project from the hoop. Tear away the stabilizer from the project edges and remove the topper per the manufacturer's instructions.
- Trim the felt 1/8" from the outer stitching line, being careful not to cut the ribbon. 

DESIGN

Download the Cozy Creature Goose design free from cmemag.com/freebies until Dec. 31, 2019. Find the collection at interweave.com/sewing.



Hat Trick

BY STACY SCHLYER

Stay warm this winter and show off your personal style with an embroidered knit beanie. Learn how to easily add a design to a readymade beanie for both men and women.

Women's Beanie

Embroider delicate floral designs on a beanie, including the cuff, for a one-of-a-kind winter accessory.

MATERIALS

- + Readymade knit beanie with cuff
- + Stabilizer: cut-away & water-soluble
- + Temporary spray adhesive
- + Thread: all-purpose & embroidery
- + Hand sewing needle (optional)
- + Floral corner & border design (approximately 3¾" square & 2"x6"; see "Designs.")

PREPARE

- Position the beanie right side up on a flat work surface. Find the beanie vertical and horizontal center between the cuff upper edge and beanie crown; pin-mark. Designate as the crown design placement.
- Find the cuff vertical and horizontal center; pin-mark. Designate as the cuff design placement **(A)**. Unfold the cuff.

- Cut along one beanie side seam from the lower edge across the crown. If there's no side seam, use the upper seam or pleat as the cutting guide **(B)**.

EMBROIDER

- Hoop a piece of cut-away stabilizer. Spray temporary adhesive over the stabilizer. Position the beanie over the stabilizer, centering the crown-design placement pin-marks within the hoop; finger-press to secure.
- If available, use the baste-in-the-hoop feature on the machine to secure the layers.
- Lightly spray the beanie with temporary spray adhesive. Center a piece of water-soluble stabilizer over the beanie; finger-press to secure.
- Load the floral corner design onto the machine. Duplicate the design, and then vertically mirror. Align the designs to create one continuous design, making sure the entire design fits onto the beanie. If needed, reduce the design size or overlap a portion of the design to fit the embroidery area.
- Embroider the design, changing thread colors as desired.

- Remove the hoop from the machine and the stabilizer from the hoop. Carefully cut away the water-soluble and cut-away stabilizer close to the design perimeter.
- Repeat to embroider the cuff design, noting that the beanie lower edge is actually the cuff upper edge **(C)**.

CONSTRUCT

- For a beanie without a lining, position the beanie with right sides together; pin. Zigzag stitch the side seam close to the raw edge.
- For a beanie with a lining, position the beanie front and back with right sides together; pin. Continue pinning the lining right sides together to create a loop **(D)**.
- Zigzag stitch close to the raw edges, leaving an opening in the lining for turning.
- Turn the beanie right side out through the opening. Hand stitch or machine stitch the opening closed.
- Remove the remaining water-soluble topper according to the manufacturer's instructions.



Men's Beanie

Embellish a basic men's beanie with a tiger embroidery design.

MATERIALS

- + Readymade knit beanie
- + Stabilizer: cut-away & water-soluble
- + Temporary spray adhesive
- + Thread: all-purpose & embroidery
- + Hand sewing needle (optional)
- + Tiger head design (approximately 3¼"x3¾"; see "Designs.")

PREPARE

- Position the beanie right side up on a flat work surface. Find the beanie vertical and horizontal center; pin-mark.
- Cut along one beanie side seam from the lower edge across the crown. If there's no side seam, use the upper seam or pleat as the cutting guide.

EMBROIDER

- Hoop a piece of cutaway stabilizer. Spray temporary adhesive over the stabilizer. Position the beanie over the stabilizer, centering the design placement pin-marks within the hoop; finger-press to secure.
- If available, use the baste-in-the-hoop feature on the machine to secure the layers.
- Lightly spray the beanie with temporary spray adhesive. Center a piece of water-soluble stabilizer over the beanie; finger-press to secure.
- Load the tiger design onto the machine. Embroider the design, changing thread colors as desired.



- Remove the hoop from the machine and the stabilizer from the hoop. Carefully cut away the water-soluble and cut-away stabilizer close to the design perimeter.

CONSTRUCT

- For a beanie without a lining, position the beanie with right sides together; pin. Zigzag stitch the side seam close to the raw edge.
- For a beanie with a lining, position the beanie front and back with right sides together; pin. Continue pinning the lining right sides together to create a loop. Zigzag stitch close to the raw edges, leaving a opening on the lining for turning.

- Turn the beanie right side out through the opening. Hand stitch or machine stitch the opening closed.
- Remove the remaining water-soluble topper according to the manufacturer's instructions. ⓘ

DESIGN

Floral border: Embroidery Library, Delicate Blooms Border, M16163; emlibrary.com

Floral corner: Embroidery Library, Delicate Blooms Corner, M16168; emlibrary.com

Tiger head: Concord Collections, Tiger Head; annthegran.com



Tropical Trimmings

Create a whimsical mini garland with festive lace flamingo charms that add a little kitsch to your holiday fun.

BY JESSICA ZIEBARTH &
AMANDA CARESTIO



MATERIALS

- + Fabric-like water-soluble stabilizer
- + Cork fabric or felt scraps in white, red, brown and green
- + Textile glue or epoxy
- + Embroidery thread
- + Yarn or baker's twine
- + Rhinestone crystals (optional)
- + White nail polish
- + Freestanding lace charm embroidery design (approx. 0.69"×1.43"; see "Design")

PREPARE

Instructions listed are for six lace charms. Make as many or as few as desired.

- Using the templates at cmemag.com/freebies, cut the following shapes from the cork fabric or felt scraps. From red scraps, cut one candy cane, one gift bow and one Santa hat. From green, cut one gift and one wreath. From white, cut one scarf and one hat trim. From brown, cut one antler set.
- Load the design onto the machine.
- Paint stripes on the candy cane shape with white nail polish.
- On the machine screen, duplicate the design as many times as desired, ensuring there's at least ½" between each design.
- Hoop two pieces of fabric-like water-soluble stabilizer.

EMBROIDER

- Thread the machine with the thread color and the bobbin with matching thread. Use the same thread in the machine and in the bobbin.
- Place the hoop onto the machine and embroider the designs.



- When all the designs are embroidered, remove the hoop from the machine and the stabilizer from the hoop.
- Trim around each design as close to the edge as possible, begin careful not to cut any threads.
- Remove the stabilizer following the manufacturer's instructions. Remove enough stabilizer to open the lace, but don't rinse completely; the remaining stabilizer will act as starch to stiffen the designs.

FINISH

- Glue the crystals in place on the wreath shape, Santa hat and on one flamingo beak (for Rudolph's nose).
- Glue the cork fabric or felt shapes in place on each flamingo, using the photo as a guide. Note that the wreath shape slips onto the flamingo's neck via the slit.
- String the flamingos through the hole at each charm top using yarn, baker's twine or other festive thread. ⓘ

DESIGN

Flamingo: Beach Life FSL Embroidery Design Collection, Creative Machine Embroidery exclusive; interweave.com/sewing

SOURCES

Baby Lock provided the Destiny II sewing/embroidery machine: babylock.com.

Fabric Funhouse provided the cork samples: fabricfunhouse.com.

now trending

Lady in Red

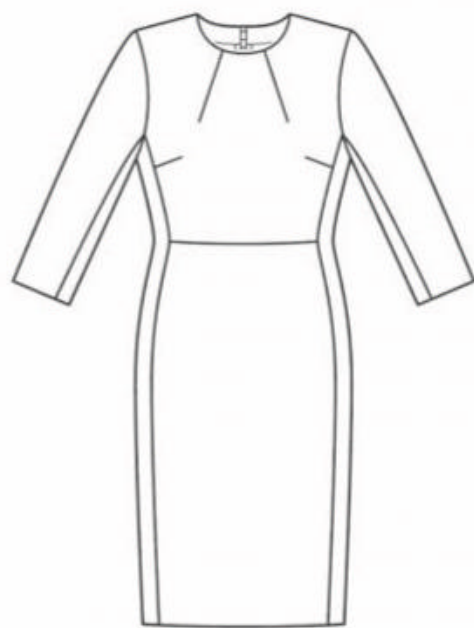
BY MEG HEALY

What better time to show up to a party all dressed in red than the holidays! But since it's the holidays, why not jazz up the look a little bit? Appliqués are the perfect way to add interest and dimension to your special garment. Easily add the featured sleeve frills to your favorite form-fitting dress pattern.



DRESS PATTERNS

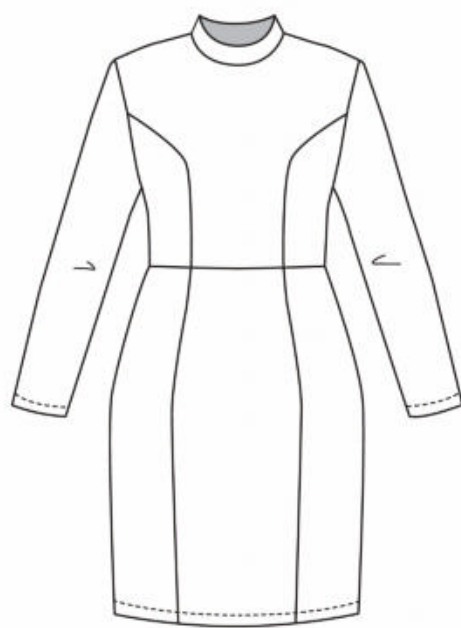
Opt for a dress pattern with a slim silhouette, long sleeves and a higher neckline to add those frills to!



Dartsed Sheath Dress
by BurdaStyle (#116 02/2019)



Dress with Flounce Sleeves
by BurdaStyle (#127 01/2019)



Anni Building Block Dress
by Named Clothing

FABRIC COLOR
PALETTE

Find both sheer and opaque red fabric for layering and appliquéing. If you want to add a little color, opt for a printed rouge fabric!



FINAL TOUCHES

Using the solid or printed opaque fabric, appliqué flowers on the outer netting fabric to the desired density. Leave the petal edges loose for a 3D effect. Stitch all the same floral designs or switch it up every few flowers. You can also find an already appliquéed fabric and add to it.



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Garden Party — Flower Trio
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Known bondholders, mortgages and other security holders owning or holding 1 percent of more of total amount of bonds, mortgages or other securities: None. 12. Tax status: Has Not Changed During Preceding 12 Months. 13. Publisher title: Creative Machine Embroidery. 14. Issue date for circulation data below: FALL 2019. 15. The extent and nature of circulation: A. Total number of copies printed (Net press run). Average number of copies each issue during preceding 12 months: 29,375. Actual number of copies of single issue published nearest to filing date: 25,629. B. Paid circulation. 1. Mailed outside-county paid subscriptions. Average number of copies each issue during preceding 12 months: 19,414. Actual number of copies of single issue published nearest to filing date: 17,866. 2. Mailed in-county paid subscriptions. Average number of copies each issue during preceding 12 months: 0. Actual number of copies of single issue published nearest to filing date: 0. 3. 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Actual number of copies of single issue published nearest to filing date: 6,177. H. Total (sum of 15f and 15g). Average number of copies each issue during preceding 12 months: 29,375. Actual number of copies of single issue published nearest to filing date: 25,629. I. Percent paid. Average percent of copies paid for preceding 12 months: 99.8%. Actual percent of copies paid for preceding 12 months: 99.9%. 16. Electronic Copy Circulation: A. Paid Electronic Copies. Average number of copies each issue during preceding 12 months: 625. Actual number of copies of single issue published nearest to filing date: 393. B. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a). Average number of copies each issue during preceding 12 months: 21,823. Actual number of copies of single issue published nearest to filing date: 19,820. C. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a). Average number of copies each issue during preceding 12 months: 21,865. 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behind the design



Angie Steveson of Lunch Box Quilts

One year for Christmas, Angie received an embroidery machine and software, and that's where the Lunch Box Quilts journey began. Learning the embroidery machine and software, Angie started designing quilts and taught them locally. Soon after teaching locally and winning some awards, Angie was contacted by stores asking if her patterns were for sale. In late 2007, she founded Lunch Box Quilts to share her patterns with the rest of the world.

What do you love most about the work you do?

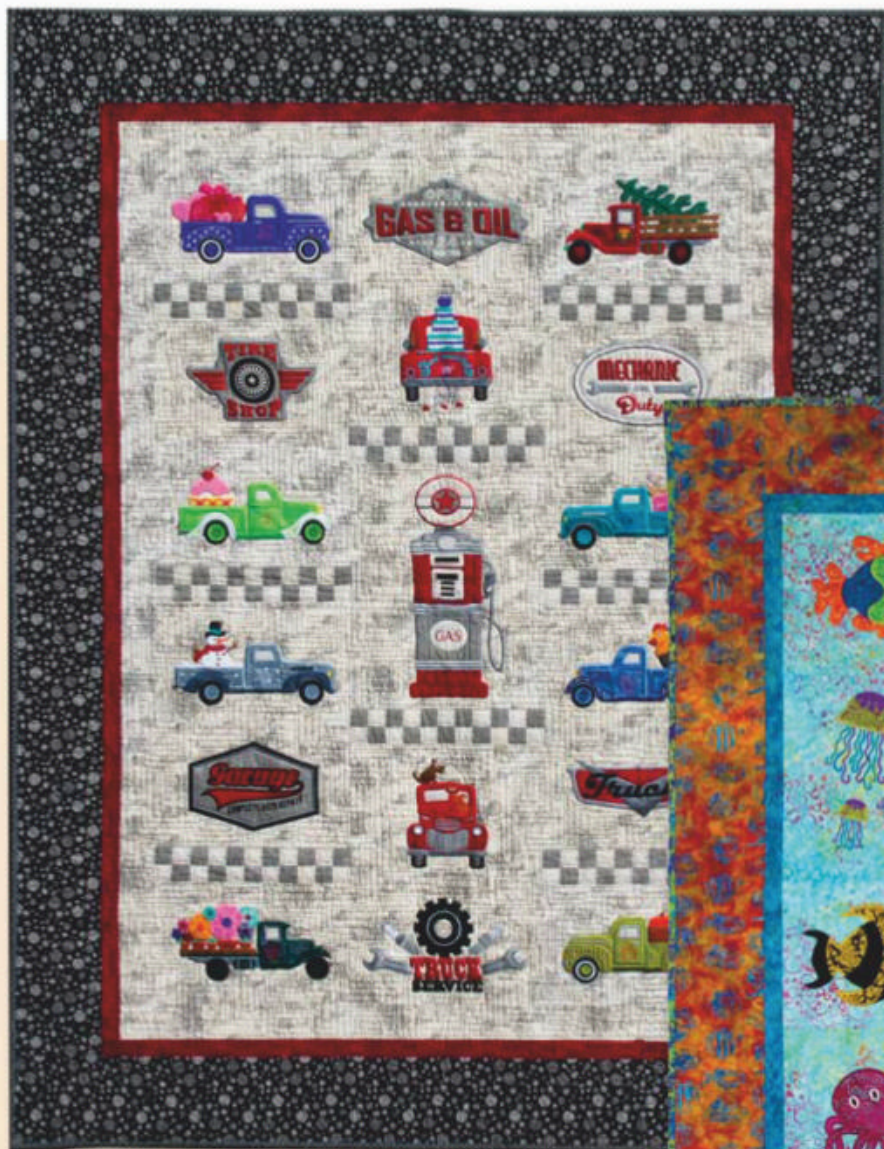
Of course keeping my embroidery machine stitching is always a great day, but there are so many other Lunch Box Quilts tasks that need to be accomplished in a day. Teaching workshops is a very rewarding part of my business. I enjoy meeting new people and opening their world to machine embroidery appliqué.

Where do you draw inspiration?

I am inspired by a lot of different aspects. The Quiltasaurus quilt was inspired by some fabric I was shown for an upcoming Quilt Market. I thought the fabric looked like dinosaurs. I digitized eight dinosaurs with names and footprints, and Quiltasaurus was born. Nature has found its

way into many of my quilts. The About Trout quilt continues to be one of the most popular quilts. Sometimes my designs are requested such as Cat's Meow and Mixed Mutts. These quilts were followed up with Christmas Cats and Holiday Hounds.





What's your favorite thing you've designed?

I have a lot of favorites, but my current favorite is Ocean Odyssey. I designed all the fabrics used in the quilt for Island Batik. The 30-piece fabric line was produced with the same name of "Ocean Odyssey."

I created all the designs for the fabric and selected all the fabric colorways. As I digitized the appliqué embroidery designs, I knew exactly where each fabric was going to be placed. It was wonderful to have every color and texture I needed.

What is your advice to new embroiderists?

My advice to someone with an embroidery machine is to use it. Many times, I meet people who

have purchased an embroidery machine but don't know how to operate it. There are so many things you can create with an embroidery machine. Everyone should take the time to learn what their machine can do at their local sewing machine dealer. Enroll in classes, be creative and find your passion. 🧵

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contributors



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("In the Hoop: Cork Gift Card Holder" — page 22) is the owner and creative director of Pickle Pie Designs. She loves the challenge of creating in-the-hoop designs that reflect her personal style. picklepiedesigns.com



ramona baird

("Snowflake Sleigh" — page 38) is a freelance designer, digitizer, writer and educator. With an AAS in Fashion Design, Ramona drafts project patterns and also create three-dimensional embroidery designs. In addition to being a regular contributor, Ramona designs projects for EmbroideryDesigns.com, RNK Distributors, and Loralie Designs.



colleen bell

("Fuzzy Footwear Bag" — page 50) has a long history of embroidery, first as a young teen in the 60's with hip embellished bell bottoms to the innovation of the embroidery machine, which has become her passion. the-embroiderist.com



nancy fiedler

("Quilt This: Beautiful Bobbinwork" — page 16) has served as an Educator for Janome America for 14 years and designs and writes from her studio in Dwight, Illinois, with the help of her cat Jon Snow and dog Beckett.



meg healy

("Now Trending: Lady in Red" — page 64) has a passion for sewing that led her to study Fashion Design in NYC where she also interned for Vera Wang as a pattern maker. She's now the editor, lead educator and face of BurdaStyle.com, the world's largest online sewing community.



jennifer kempler

("Festive Flannel" — page 24) learned to sew from her mother, who let her use the sewing machine whenever she wanted and bought fabric for her next outfit. Jennifer's been sewing ever since and can often be heard saying "we could totally make that!" jennifersewsagain.blogspot.com



stacy schlyer

("Pretty in Pink Velvet" — page 34, "Hat Trick" — page 58) is a self-taught seamstress and self-proclaimed fabric junkie whose goal is to reach SABLE (Stash Accumulation Beyond Life Expectancy). She lives in Kansas with her family and blogs about her sewing adventures daily. stacysews.com



bianca springer

("Peacock Posh" — page 42) is a native of The Bahamas who learned to sew at her mother's side. She now resides in Pearland, TX with her husband, daughter and son. They all serve as endless inspiration for fabric experimentation and hand-embroidery designs. She teaches group and private sewing to anyone willing to learn. thanksimadethem.blogspot.com



sue o'very

("Merry Mistletoe" — page 30) creates fast, fun and adorable In-the-Hoop, sewing and serger projects. She is a notion designer, published author and a proud BERNINA Ambassador. sueoverydesigns.com



milinda jay stephenson

("Cozy Snowman Stocking" — page 46) is an author whose latest novel, *Annie Laura's Triumph*, published by Mercer University Press, documents the lives of sewing women in Florida in the early 19th century. Included are links to free embroidery downloads of heirloom quilting and embroidery patterns for in-the-hoop projects. milindajay.com

Learn More

about the experts and designers featured in this issue at cmemag.com.



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